

Newsletter Positioning Brief

A. Big Picture: What is the purpose of your newsletter?

At a high level, what is/are your goals? How will your newsletter compliment other business development or marketing efforts?

Primary goal

Secondary goal (if applicable)

B. Target Audience: Who is your primary audience?

Paint a picture of who you're talking to - what do they care about? Include demographics, motivations, inspirations, turn-offs, media behaviors.

Secondary audience (if applicable)

C. Consumer Insight: What do they think/feel today?

When will he/she read your newsletter and in what context? How are you adding value to his/her life with your newsletter?

D. Key Takeaway: What does our audience need from from you they cannot get elsewhere?

What is the **single** most important takeaway from his/her experience with your communication?

E. Mandatories: (revisit over time to incorporate audience feedback)

Voice & Tone

What is the personality of the newsletter?

Obsessions

What type of content do you want to consistently include?

Layout/Length

What are the main section headers? What is the target length for each section?

F. What is the Timing?

- First Round Testing: DATE
- Test Recap Meeting: DATE
- Launch Date: DATE