



FITNESSREVOLUTION

Newsletter Schedule Cheat Sheet



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Figuring out what to send, how frequently to send and creating a schedule to send to your newsletter list is difficult. Use this simple cheat sheet to determine the right formula for your newsletter.

Answer the following questions:

1. **What can you easily commit to for frequency of sending an email newsletter or update to your list?**
 - a. 3 + times per week
 - b. 1 time per week
 - c. 2 times per month
 - d. 1 time per month
 - e. Quarterly
2. **What are your strengths when it comes to producing content?**
 - a. Video
 - b. Writing
 - c. Audio recordings
 - d. None
3. **Do you have a decent number of client testimonials?**
 - a. Yes, I have several and get updated ones frequently
 - b. Yes, I have some and can get more on a consistent basis
 - c. No, I don't have any
4. **Can you afford to delegate or outsource some of the tasks for sending these?**
 - a. Yes
 - b. No

Hint: You can have your team write blogs or film videos and send out updates for you if needed. But make sure it fits your culture and values as a business owner. It's also possible to find a freelancer on [upwork.com](https://www.upwork.com) or other similar sites to post and send your content as needed.

Your answers to the above questions will help you create your content calendar and newsletter list. Commit to the frequency that's easy to stick to, play to your strengths so content is easy to create and delegate as needed.

Sample Newsletter Schedules

3 Day Per Week Option

Monday - Motivational Email or Case Study/Testimonial

Wednesday - Content (video, blog, podcast, etc)

Friday - Fun Tip, Workout, Etc

2 Day Per Week Option

Tuesday - Tip or Content

Friday - Case Study or Workout

1 Day Per Week Option

Tuesday - Content + Case Study

2 Time Per Month Option

Week 1 - Content + Case Study

Week 3 - Content + Case Study

1 Time Per Month Option

Week 1 - Content + Workout + Case Study