



THE DEFINITIVE

NEWSLETTER

MARKETING

BLUEPRINT

By Ben Wendel & Zac Nelles

Dates of webinars



By Ben Wendel & Zac Nelles

July 2nd	Module #1	Strategy & objectives
July 9th	Module #2	Design & Layout
July 16th	Module #3	writing & Content
July 23rd	Module #4	Production & Scheduling
July 30th	Bonus Module	The ultimate Referral Machine

WEBINAR TIME: 6:00pm AEST / 4:00pm AWST

Writing & Content



By Ben Wendel & Zac Nelles

What Are We Covering Today?

1. Why Are People Going To Read A Newsletter?
2. How Do We Engage People In Newsletters?
3. How To Avoid The Mental Opt-Out
4. How To Sell In Newsletters Without Being Pushy
5. Other Content To Be On The Lookout For

Writing & Content



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