



MAILING LIST CONTENT WORKSHEET

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WHAT IS THE GOAL/PURPOSE OF YOUR MAILING LIST?

A large rectangular area with a light gray background, a red dotted border, and horizontal teal dotted lines for writing. The area is designed for a user to write their answer to the question above.

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WHAT KIND OF EXPERIENCE DO YOU WANT TO CREATE FOR YOUR CLIENTS?

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WHAT KIND OF VALUE WILL YOUR LIST ADD TO YOUR CLIENTS?

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WHAT KIND OF LEAD MAGNETS COULD YOU CREATE?

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HOW COULD YOU UPGRADE OR LEVERAGE YOUR CURRENT ONLINE CONTENT?

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WHAT KIND OF EXTRA SURPRISES COULD YOU SEND TO YOUR SUBSCRIBERS?

A large rectangular area with a light gray background, bordered by a dotted red line. Inside, there are 20 horizontal dotted teal lines for writing.

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WHAT KIND OF PROMOTIONS WOULD FIT INTO YOUR STYLE?

A large rectangular area with a light gray background, a red dotted border, and horizontal teal dotted lines for writing. The area is designed for users to list various promotions that fit their style.



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