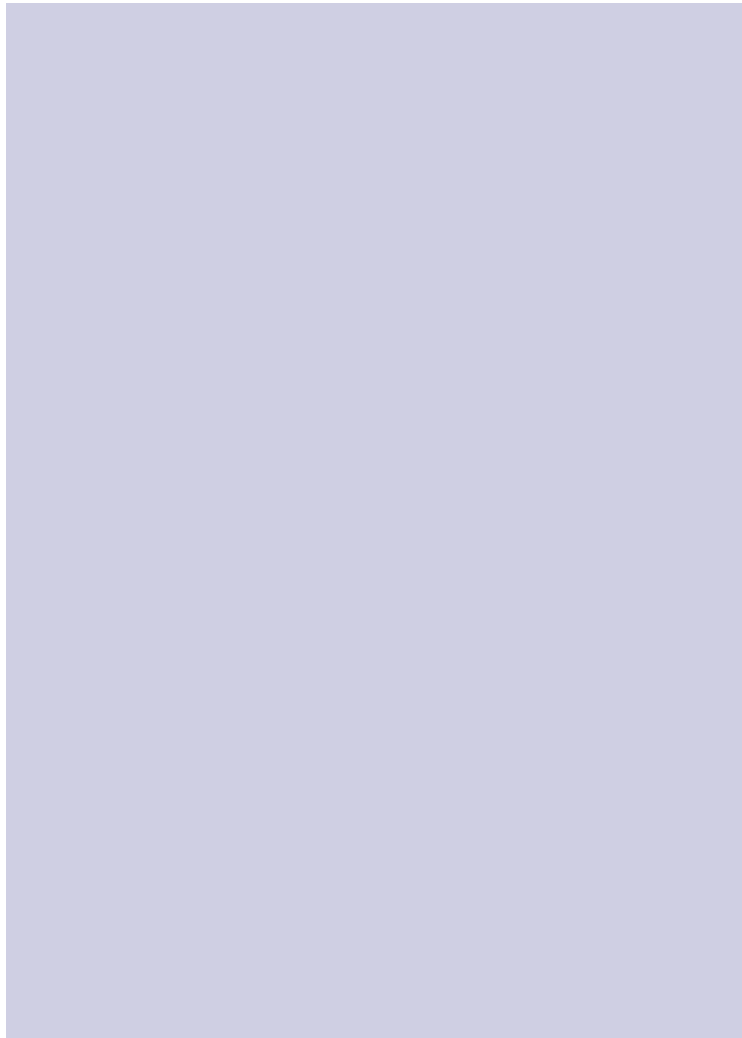


PLAN YOUR EMAIL MINI-COURSE

BRAINSTORM

Jot down your ideas, sources, existing content, reference links, etc.



LESSON PLAN

- 1. Choose a topic for each lesson (>10 words).*
- 2. Jot down the main ideas you want to cover.*

TOPIC: _____
CONTENT:

TOPIC: _____
CONTENT:

TOPIC: _____
CONTENT:

TOPIC: _____
CONTENT:

TOPIC: _____
CONTENT:

PLAN YOUR EMAIL MINI-COURSE

EMAIL 1

SUBJECT LINE: _____

CONTENT:

SEGMENTS TO INCLUDE:

- What You'll Learn*
- Summary*
- Homework / Next Steps*
- Reference / Resources*
- Graphics*

NOTES:

TO-DO:

- _____
- _____
- _____
- _____
- _____

CALL TO ACTION:

PLAN YOUR EMAIL MINI-COURSE

EMAIL 2

SUBJECT LINE: _____

CONTENT:

SEGMENTS TO INCLUDE:

- What You'll Learn*
- Summary*
- Homework / Next Steps*
- Reference / Resources*
- Graphics*

NOTES:

TO-DO:

- _____
- _____
- _____
- _____
- _____

CALL TO ACTION:

PLAN YOUR EMAIL MINI-COURSE

EMAIL 3

SUBJECT LINE: _____

CONTENT:

SEGMENTS TO INCLUDE:

- What You'll Learn*
- Summary*
- Homework / Next Steps*
- Reference / Resources*
- Graphics*

NOTES:

TO-DO:

- _____
- _____
- _____
- _____
- _____

CALL TO ACTION:

PLAN YOUR EMAIL MINI-COURSE

EMAIL 4

SUBJECT LINE: _____

CONTENT:

SEGMENTS TO INCLUDE:

- What You'll Learn*
- Summary*
- Homework / Next Steps*
- Reference / Resources*
- Graphics*

NOTES:

TO-DO:

- _____
- _____
- _____
- _____
- _____

CALL TO ACTION:

PLAN YOUR EMAIL MINI-COURSE

EMAIL 5

SUBJECT LINE: _____

CONTENT:

SEGMENTS TO INCLUDE:

- What You'll Learn*
- Summary*
- Homework / Next Steps*
- Reference / Resources*
- Graphics*

NOTES:

TO-DO:

- _____
- _____
- _____
- _____
- _____

CALL TO ACTION: