



## *Profitable Online Marketing For Farms*

### Email Planning Worksheet

1. Name of Email:
2. Type of Email: HTML or text only
3. Frequency:
4. Client Avatar (Who):

5. Sections:


6. Topic Ideas: (\*favorites)


For help creating your strategic email marketing plan contact me directly at [Kathleen@gettingfarmsonline.com](mailto:Kathleen@gettingfarmsonline.com)

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7. Topic Calendar:

Jan	Feb	Mar
Apr	May	Jun
Jul	Aug	Sep
Oct	Nov	Dec

8. Free Gifts:

Jan	Feb	Mar
Apr	May	Jun
Jul	Aug	Sep
Oct	Nov	Dec

9. Promotions:

Jan	Feb	Mar
Apr	May	Jun
Jul	Aug	Sep
Oct	Nov	Dec

You don't have to have a free gift or a promotion for every month or you may have more than one. I wanted you to be able to easily see how your topics, gifts, and promotions could all work together with your email planning.

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