

Email Newsletters Briefing

This guide is designed to help you spot tasks that can be handed over to a VA, what Jessanol would usually need from you, and what the end result could look like.

HOW THIS HELPS

Email newsletters help you stay visible with people who have already chosen to hear from you. The hard part is often not knowing what to say. It is getting the content gathered, formatted, checked, linked, scheduled and sent consistently.

Jessanol can help with the practical admin of email newsletters in platforms such as MailerLite and beehiiv, so your newsletter is easier to manage and less likely to be endlessly delayed.

THIS IS USEFUL IF

This type of support may be useful if:

-  You want to send regular newsletters, but they keep slipping
-  You have content ideas but need help pulling them together
-  You need someone to format, test or schedule newsletters
-  Your newsletter platform needs tidying
-  You want a simple repeatable process for each issue
-  You need help checking links, subject lines or preview text before sending

WHAT JESSANOL CAN SUPPORT WITH

Jessanol can help with practical newsletter preparation and admin.

This may include:

- Creating or updating newsletter drafts
- Formatting newsletters in MailerLite or beehiiv
- Checking links and formatting
- Scheduling newsletters
- Updating newsletter templates
- Creating a simple newsletter checklist or tracker
- Saving final links, assets or screenshots where needed

RECOMMENDED RHYTHM

This can be done monthly, fortnightly, weekly or as needed depending on your newsletter rhythm.

For example:

- Batch preparation of newsletter content
- Regular formatting and scheduling support
- Template tidy-up or one-off support to get a newsletter started again

ACCESS LIKELY NEEDED

Jessanol will probably need:

- Access to MailerLite, beehiiv or the agreed email platform
- Newsletter content, links, images or resources
- Existing templates or previous examples
- Brand guidance or style preferences
- Details of the audience or list being sent to
- Guidance on subject line and preview text approval
- Guidance on whether Jessanol can schedule or send direct

IMPORTANT CONSIDERATIONS

Before starting, we will agree:

- Which platform is being used
- Which list or audience the newsletter is for
- What content should be included
- Whether the newsletter is draft, approved or ready to schedule
- What Jessanol can edit, format or schedule directly
- What must be checked and who approves before sending
- How test emails should be reviewed

Email newsletters should only be sent to people who are on the correct list and have the appropriate relationship or consent to receive them. Any claims, offers, prices or specialist content should be checked before sending.

STEP-BY-STEP INSTRUCTIONS

1. Confirm the newsletter purpose, audience and send date.
2. Gather the text, links, images and resources to include.
3. Open or create the newsletter draft in the agreed platform.
4. Add and format the content using the agreed template or layout.
5. Add subject line, preview text and links where agreed.
6. Check formatting, spelling, links and buttons.
7. Send a test email for review.
8. Make agreed amendments.
9. Schedule or send the newsletter if approved.
10. Save the final link, copy or notes in the agreed location.

WHAT YOU NEED TO PROVIDE

To get started, you will usually need to provide:

- The newsletter platform being used and access to the account
- The audience or list the newsletter is for
- The content, links, images or resources to include
- Any previous examples or template preferences
- The planned send date
- Guidance on who approves the final version
- Confirmation of whether Jessanol can schedule or send it

You do not need to have the whole newsletter perfectly written before support starts. A rough set of links, notes and updates can be enough to build a first draft.

WHAT YOU'LL GET BACK

You should have:

- Content formatted in the agreed platform
- Links and buttons checked
- Test email sent for review
- Newsletter scheduled or ready to send
- A more consistent process for staying in touch with your audience

If this sounds familiar, we can use this as a starting point to work out what support would be most useful. Contact me: jane@jessanol.com