

## Email Guidelines

Target Audiences	Email Type	Template type	Frequency	Call to action
	<b>Sequential #-week drip:</b> 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ <b>OR rolling emails for # weeks:</b>	Letter Newsletter Promotion Alert Tip	Weekly Bimonthly Monthly Quarterly  4-days 3-days 2-days weekly	Website link Contact info Reply Call Promo code Share
	1. _____ 2. _____			
	<b>Sequential #-week drip:</b> 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ <b>OR rolling emails for # weeks:</b>			
	1. _____ 2. _____			
	Summary email/newsletter		Monthly or quarterly	