# *Teri Hutcheon Email Marketing Course: LESSON 7*

**Newsletter practice template**

**EDUCATE**

Hi \_\_\_\_\_ [name or term of endearment] (from your branding!)

Personal story that relates to a struggle you’ve had that your audience also has:

Here’s the solution I found:

How it helped:

Resource to go learn more:

Sign off.

**SELL**:

Hi \_\_\_\_\_ [name or term of endearment] (from your branding!)

SHORT personal story that relates to a struggle you’ve had that your audience also has:

Here’s the solution I found:

How it helped:

Here’s where you can buy it:

Why it’s worth the cost (educate!)

Sign off.