# *Teri Hutcheon Email Marketing Course: LESSON 1*

**What Channels Do you Have & How Many Emails**

Check the box next to the channels you have and the follower count to the right.

* Personal Facebook page \_\_\_\_\_ friends
	+ Do you use this for business? Yes/No
* Facebook Page \_\_\_\_\_\_\_\_ followers
* Facebook Group \_\_\_\_\_\_\_\_ members
* Twitter \_\_\_\_\_\_\_\_ followers
* Instagram \_\_\_\_\_\_\_ followers
	+ Is your account public? Yes/No
* Blog or Website
	+ \_\_\_\_\_\_\_\_ pageviews per month
	+ \_\_\_\_\_\_\_\_\_ unique visitors per month
* Pinterest \_\_\_\_\_\_ followers
* Email list \_\_\_\_\_\_\_\_\_\_ # of emails
	+ Add up the total # of emails from these sources
		- Previous client orders \_\_\_\_\_\_\_\_
		- Comments on your blog \_\_\_\_\_\_\_
		- Newsletter subscribers \_\_\_\_\_\_\_\_
		- Other\_\_\_\_\_\_\_\_\_

Tip: Don’t count up the emails you have for your friends and family. That’s not the goal of this exercise.