# *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.