

Free Newsletter Evaluation

Welcome to your free newsletter evaluation. Please answer the questions by checking all fields that apply and send this file to mrwrite@penetrationmedia.com. Please allow 3 to 5 business days for us to respond with your results.

Your name _____

You company name _____

1. What do you get when you distribute your newsletter?

- A noticeable spike in new client inquires _____
- A noticeable spike in new sales _____
- A noticeable spike in referrals and repeat business _____
- None of the above _____

2. How is your newsletter delivered?

- Physical mail _____
- Email _____
- On our website/blog _____
- On social media sites _____
- In person by our sales reps _____

3. What kind of content does your newsletter include:

- Success stories about our customers _____
- Helpful tips and advice _____
- Stories about our company _____
- Expert interviews _____
- Promotions of our products/services _____

4. Where does the bulk of your newsletter budget get spent?

- Graphic design _____
- Professional copywriting _____
- In depth research about our industry and our customers _____

5. How do your customers respond to our newsletter?

- Emails _____
- Posts on social media sites _____
- Letters sent via physical mail _____
- Our customers don't respond to our newsletter _____

Send to: Seth Czerepak at mrwrite@penetrationmedia.com. If you prefer to discuss your results by phone, please fill in your contact details below:

- Phone _____
- Best time to reach you _____
- Best day to reach you _____

