

# Newsletter Score Sheet

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How does your newsletter rate? Take a few minutes to score your evaluation of your newsletter. A perfect score is 170. Anything below 100 means you need to make some drastic changes.

Look to see where you're strong and weak. Build on your strengths and improve your weaknesses.

(Give your newsletter a score from 1 to 5 on each of the following items, with 1 = poor and 5= excellent.)

## **Purpose**

Goals clear

Content related to goals

Audience clearly defined

Gives reader sense of belonging

## **Mailing list**

Reaches defined audience

Systematic way to add and remove names

Readers queried on opinions

## **Layout**

First page grabs attention

Origin easily identifiable

Simple, attractive nameplate

Complete information about publisher, date and audience

Length appropriate for audience

Appropriate paper color and size

Type size suitable to clientele

Sufficient margins

Reproduction clean, not muddy

## **Subject matter**

Timely

Relevant and useful to audience

Some items of interest to all readers

Length and prominence of each article reflects its importance

Headlines informative, catchy

Information in each issue not readily available elsewhere

Topics specific enough to cover fully

Accurate, well documented

## **Writing style**

Simple, direct language

Informal tone, personal approach

A variety of sentence lengths

A variety of paragraph lengths

Avoids excessive use of formal, legal or academic language

Uses active voice

Avoids cliches

Clear, active and complete headlines

Interesting opening sentences

Free of grammatical errors

Dangling modifiers

Non-parallel sentences

Shift in verb tense

Subject-verb disagreement

Noun-pronoun disagreement

Misspelling

# Total your scores

Purpose

Mailing list

Layout

Subject matter

Writing style

# Total score

## Related MU Extension publications

- CM440, Designing Your Newsletter <http://extension.missouri.edu/p/CM440>
- CM450, How to Do a Newsletter That Gets Read  
<http://extension.missouri.edu/p/CM450>
- EV4, How to Do a Newsletter That Gets Read  
<http://extension.missouri.edu/p/EV4>
- EV7, Your Newsletter: Make it a Winner  
<http://extension.missouri.edu/p/EV7>

Order publications online at <http://extension.missouri.edu/explore/shop/> or call toll-free 800-292-0969.



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