



## Auto-Responders: What works?

	<b>Newsletter signup 1</b>	<b>Newsletter signup 2</b>	<b>Newsletter signup 3</b>	<b>Newsletter signup 4</b>
<b>Name of newsletter</b>				
<b>What was the giveaway?</b>				
<b>Was the giveaway quality good?</b>				
<b>How quickly did you get the first newsletter?</b>				
<b>Was it welcoming? What made it welcoming (or not)?</b>				
<b>How often did you receive emails after the first?</b>				

<b>What made you open them?</b>				
<b>On first sight, did you like them? Why / why not?</b>				
<b>If you opened on a mobile device, was the newsletter easy to read?</b>				
<b>Was the content valuable? Why / why not?</b>				
<b>How could the content have been done better?</b>				
<b>If there were links,, did you click through?</b>				
<b>What made you click / not click?</b>				

<b>Was there a product advertised?</b>				
<b>Were you tempted to buy it? Why / why not?</b>				
<b>What did the sign-off say?</b>				
<b>Was there an easy-to-find unsubscribe button?</b>				
<b>Did you look forward to the next contact? Why?</b>				
<b>How long was it until you received another newsletter?</b>				
<b>Overall, did you feel the newsletters were spaced about right / too frequently / not frequently enough?</b>				

<b>Was there anything that <i>really</i> irritated you about this newsletter?</b>				
<b>What did you like best?</b>				
<b>Will you keep subscribing? If not, why not?</b>				
<b>Any other comments?</b>				