CURATED EMAIL NEWSLETTER
DECISION TREE

Do you read, watch, or listen to anything online?

No → I don't get a great connection on the bottom of the ocean floor.

What's wrong with you? → Cut me some slack. I'm less than a year old.

Yes → **Do you have an interest in a topic you feel like there is a lot of great content, but it's getting overlooked?**

Do you find yourself saying "I wish someone would collect all of this information and put it into one place"?

Yes → **Do you hear other people saying that?**

No

See above

Someone's already curating via email newsletter.

Could you do a better job curating it?

Yes → Then there's probably a need you can fill.

No

Do you enjoy learning about the topic?

No → **The gods of curated emails say, You probably shouldn't create a curated email newsletter.**

Yes

Would it benefit you to become an authority on the topic?

No

Do you find yourself sharing what you learn about this topic?

No

Yes

Do feel like you always have something to say about this content you find?

No

Yes

Do you have a system for organizing and storing this information?

No

Yes

Yes — And I hated them both.

No — But I'll give them a shot.

Have you given Evernote or Google Drive a try?

Are you comfortable using email tools like AWeber, Feedblitz, or Mail Chimp?

No → **Do you already have an email newsletter?**

Yes

Can you carve out some time in your week or day to organize and write about this information?

Yes

No — Life is insane.

But I can figure it out on my own.

No   Yes

The gods of curated email newsletters say, "Go, create a curated email newsletter, and prosper."

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