EMAIL CHECKLIST

Print and hang next to your desk!

- [ ] The email has a clear goal/objective (internal)
- [ ] The email is relevant to the specific target audience
- [ ] Personalization ("Dear FNAME" or other specific attempts to connect)
- [ ] "From" and reply-to are clear and transparent
- [ ] There is one CTA
- [ ] Subject line: strong, not vague, between 6 and 10 words
- [ ] The email has a clear goal/objective (internal)
- [ ] Body copy: short and snappy. Easy to read on a smartphone
- [ ] Images: maximum of 4 consistent with company branding
- [ ] Send and review 'test emails'
- [ ] Check your analytics – what can you learn from this and other emails to improve?