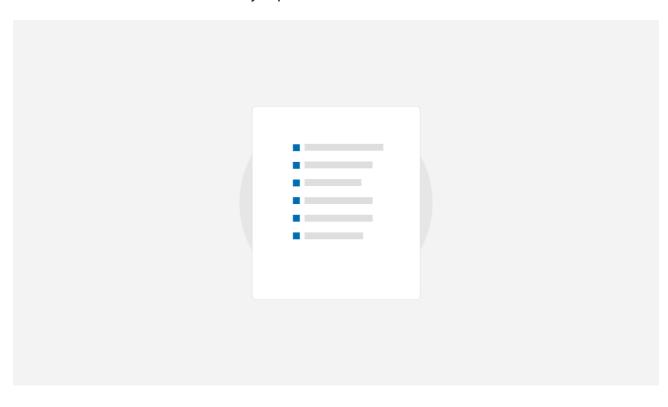
Before You Send: Your Email Checklist

Here is a checklist of some key elements that should be in your email newsletter or promotion before you press the send button.



Your From Name and Subject Lines:

| Tour From Name and Subject Lines. | |
|--|--|
| Does your from name include your company name or brand? | |
| Does your subject line: | |
| Meet the guidelines for length (5-8 words, 40 characters including spaces)? | |
| Incorporate a specific benefit? | |
| Include your brand (if for some reason your from line does not)? | |
| Create a sense of urgency? | |
| Avoid words or punctuation - such as "free" or multiple exclamation marks - that could trigger spam filters? | |
| | |
| Your Email Copy | |
| Will the content of your email be interesting and meaningful to the people you're sending it to? | |
| Is your email personalized with the recipient's first name, last name, or both, if appropriate? | |
| Is your email copy clear and concise? | |
| Will your contacts know what to do once they've read your email? Should they call to request your free offer? Print out a coupon? Provide comments and feedback on an article? | |
| Does your email clearly explain how your product or service can help or benefit the recipient? Save them money? Time? | |

| | Have you used appropriate graphics while also making good use of white space? |
|----|---|
| lm | nportant Last-Second Checks |
| | Are you prepared to handle inbound email responses and questions resulting from your outbound email campaigns? Follow-through is as important as the first contact. |
| | Have you proofread the from line, subject line, and email copy thoroughly? |
| | Have you checked all links to be sure they work properly? |
| | Have you previewed and sent yourself a test in both HTML and text formats? Make and Share Free Checklists checkli.com |