

# 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:

- ☐ 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? Aggravation?

☐ Have you used appropriate graphics while also making good use of white space?

### Important 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?

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