

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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