EMAIL CHECKLIST

☐ **01. Do you have a clear reason to send this email?**
Sending an email without a clear reason is a surefire way to lose subscribers and waste time. Identify your call to action FIRST and then work backward to write an email that moves them to take that action.

☐ **02. Does your subject line accurately represent the message?**
Your subject line sets the reader's expectations. It must be clever enough to get them to open yet not tricky or deceiving. A disappointed reader is the last thing you want.

☐ **03. Have you checked all of your links to be sure they work?**
Don't waste your hard work on planning, writing and sending the email by including dead links. Ensure your call to action leads the reader to a meaningful, well-designed online space ready to do more.

☐ **04. Is your call to action clear, concise, and creative?**
Your call to action is the most important piece of the email. Be creative when crafting the text but also be clear and concise. It's best to have just one call to action per email, listed in multiple places.

☐ **05. Would you open and read this email?**
When you think you're ready to send it, don't. First send a test email to yourself and be objective: Would you open and read it? If not, go back to the drawing board. If it's a yes, send it and give yourself a high five!

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