Your Top-to-Bottom Email Checklist:

What to Include Before You Hit Send

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MAKE A PROFESSIONAL FIRST IMPRESSION

○ **Select your "from" name and "reply to" email address:** *The information in the "from" field helps your recipient decide whether to open your email or click "delete" and move on. The "reply to" email address needs to be valid and checked on a regular basis.*

○ **Highlight a benefit in your subject line:** *Your subject line is like the headline of a blog post — you get one chance to convince your recipient to keep reading.*

○ **Choose an appropriate introduction:** *You can include an opening greeting in your email, or you can launch directly into the main body of your message.*

COMPOSE YOUR EMAIL

○ **Write your main content:** *Keep the body text of your email concise, and make sure every line of your copy is meaningful and interesting for your reader.*

○ **Add your footer:** *Comply with the CAN-SPAM Act, make it easy to share your content, and provide a straightforward way to unsubscribe.*

○ **Present your call to action:** *Whether you want your reader to call you for a consultation, click on a link to read your latest piece of content, or reserve a seat in your upcoming online class, it's your job to communicate that next step in a way that is impossible to miss.*

QUALITY-CHECK YOUR CONTENT

○ **Include a plain text version of your email:** *If you're using an HTML email template, include a plain text message for recipients who prefer or require a plain text message.*

○ **Perform a mobile-friendly check:** *Your email should be mobile-friendly, so your readers are able to read and act on your email from their phones and tablets.*

○ **Send your email through a spam checker:** *After creating your email, run it through a spam checker to make sure you haven't included too many spammy-sounding words or phrases that will get your email flagged as spam.*

○ **Test your email:** *Send yourself more than one test email if you need to -- test as many times as it takes to perfect your message before you click "Send."*

Use this checklist as a starting point, and customize it to fit your email service provider and your messages. The more you send emails to your list, the easier it will get. Keep using this checklist, and soon you'll feel considerably more confident when sending email campaigns. Your subscribers (and your bottom line) will thank you for it.

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