

EMAIL CHECKLIST

SOC

Business Consulting

BREAKTHROUGH EMAIL CHECKLIST

	Make sure you use a personal sender name
	Send your emails on Tuesdays at 10 am
	Make sure your subject lines are either two to four words or super long in length
	Write a pre-header with intrigue
	Write emails that entertain, excite, and engage your readers
	Ask: Will this email end up in the "Personal" group or die in the "Commercial" group
	Make your emails plain text instead of visual masterpieces
	Talk to readers as you would to your best friend
	Make your emails about your readers — not just about yourself.
	Study the herd and do the opposite
	Make it visceral and bring your email copy to life with specifics
	Don't ask them to buy, click or act. Tell them!