



strategize | organize | capitalize

CHECKLIST

EMAIL COPYWRITING

Before you send an email to your list, run through this checklist to ensure that it is as compelling as possible.

- Have you gotten into the mind of your reader? Do you know what their pains and struggles are?
- Are you sending the email at the best possible time?
- Is your subject line compelling and clickable?
- Are you using one of the subject line formulas to ensure that people want to open your email?
- Does your subject line create a “pattern interrupt” for the reader?
- Does your preview text add to your subject line?
- Is your name in the “From” section?
- Are you A/B testing your subject lines?
- Do you get to the point quickly with your email?
- Do you address the reader with “you” or “your?”
- Is your email focused on benefits over features?
- Is your email brief?
- How are you delighting your readers?
- Do you have a compelling call to action?
- Is your call to action obvious and unmissable?
- Have you optimized your email for mobile and tested it across different platforms and devices?
- Have you personalized the email, both in the subject line and in the email itself?
- Is your email conversational?
- Do you focus on the reader rather than yourself?
- Have you segmented your list appropriately?