

# Email Best Practices

## CHEAT SHEET

### Subject Lines

- Did I personalize it? \_\_\_\_\_
- Is the most important info up front? \_\_\_\_\_
- Is it between 241-250 characters? \_\_\_\_\_
- Do I want to test an emoji? \_\_\_\_\_
- Can I add some scarcity or urgency? \_\_\_\_\_
- Is it free of spam trigger words? \_\_\_\_\_
- Did I use caps appropriately? \_\_\_\_\_

### Preheaders

- Is it between 30-100 characters? \_\_\_\_\_
- Is the most important info up front? \_\_\_\_\_
- Do I want to test a teaser CTA? \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Body Copy

- Does each line do its job? \_\_\_\_\_
- Is the length just right for the message? \_\_\_\_\_
- Did I personalize the copy? \_\_\_\_\_
- Is the tone appropriate? \_\_\_\_\_
- Am I asking them to do \*just\* one thing? \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Extras

- Is the design clean and easy on the eyes? \_\_\_\_\_
- Is the email optimized for mobile? \_\_\_\_\_
- Is the unsubscribe button easy to find? \_\_\_\_\_
- Did I use the best 'from' name? \_\_\_\_\_
- Does my sign-off match the 'from' name? \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_