

EMAIL NEWSLETTER CHECKLIST

NOTES

- Decide on the goal of your email
- Gather content notes
- Choose images
- What is the CALL TO ACTION
- Be friendly and use first names
- Place your header image
- Do you have a signature
- Include your social media links
- Ensure your postal address is clear
- Is there a way for them to opt-out
- Do the colors match your brand
- Use white space to let them breath
- Can you include some humour
- A good subject line to entice them to open
- Are the links working
- Sent from the correct email address
- What is the length of your email
- Is your branding correct
- Does the font work with the tone
- Can you include a list
- What about giving them 3 tips
- Will it work on desktop and mobile
- Do the images have Alt Text
- Can you give something for free
- Are you sending at the correct time