

EMAIL BODY CHECKLIST

Instantly optimize any email body design or text.

DESIGN FORMAT

- Is there too much design?
- If you have design, does the email still feel real?

SALUTATION

- Are you starting with their first name?
- Have you made any relevance references?

MAIN CONTENT / TEXT

- Do you answer the question of why they should give?
- Do you have enough text to be clear on why they should give?
- Do you have enough text to be believable?

THE CALL TO ACTION

- Is it 100% accurate on what it's leading to?
- Do you present it too early?
- Is it in a raw link format?

STONE AND VOICE

- Have you read your email out loud?
- Does it make you feel anything?