
Your Epic Email Checklist

Read this before you hit send!

Did you...

- 1 Make sure you were calm when you wrote your email**
 - > Beware the emotional email!
 - > Do you need an objective opinion?
- 2 Use your 3 Ws**
 - > Who am I writing to?
 - > What do I want to happen next?
 - > Why should they care?
- 3 Write with everyday, familiar language**
 - > If you wouldn't say it, don't write it
 - > Write to connect, not impress
- 4 Make your email look appetising**
 - > Lots of white space
 - > Short sentences and paragraphs
- 5 Use an appropriate greeting and sign off**
 - > No auto sign-offs
 - > Tailor to your recipient
- 6 Start with an irresistible hook**
 - > Make it personal wherever possible
 - > NOT 'I hope you're well'
- 7 Move on to an easy explanation**
 - > One point, clearly stated
 - > 3 sentences max
- 8 End with a catchy CTA**
 - > What one thing do you want your recipient to do next?
 - > Make it easy for them to do it
- 9 Use a sensational subject line**
 - > Will it make them want to rip your email open?
- 10 Edit like a pro**
 - > Read your email out loud to check tone and grammar
 - > Chop out filler words and non-vital information

Now hit send and get what YOU want!