



Checklist 17 - Email Marketing Improvements

Project Name: _____

Date: _____

		Yes	No
1	Are you talking to your subscribers as individuals, not as a group?	<input type="checkbox"/>	<input type="checkbox"/>
2	Are your emails consistently full of useful information?	<input type="checkbox"/>	<input type="checkbox"/>
3	Are your emails coming from a personal name?	<input type="checkbox"/>	<input type="checkbox"/>
4	Do your emails use powerful and exciting words, rather than boring?	<input type="checkbox"/>	<input type="checkbox"/>
5	Are you asking your readers questions in the email, getting a micro commitments with a yes response?	<input type="checkbox"/>	<input type="checkbox"/>
6	Are you asking your subscribers to reply back to your emails?	<input type="checkbox"/>	<input type="checkbox"/>
7	Are you asking your new subscribers to whitelist your email address?	<input type="checkbox"/>	<input type="checkbox"/>
8	Are you adding your own personality to your emails?	<input type="checkbox"/>	<input type="checkbox"/>
9	Are you adding urgency to your emails to increase conversions?	<input type="checkbox"/>	<input type="checkbox"/>
10	Are you emailing your list on a regular basis?	<input type="checkbox"/>	<input type="checkbox"/>
11	Are you constantly split testing your email broadcast subject lines?	<input type="checkbox"/>	<input type="checkbox"/>
12	Have you testing the type of emails you write? (Story vs Detailed Pitch)	<input type="checkbox"/>	<input type="checkbox"/>
13	Have you testing medium length emails vs short emails?	<input type="checkbox"/>	<input type="checkbox"/>
14	Are your emails mobile responsive?	<input type="checkbox"/>	<input type="checkbox"/>
15	Have you tested using images in your emails for a higher CTR?	<input type="checkbox"/>	<input type="checkbox"/>
16	Are you including the call to action high up in the email?	<input type="checkbox"/>	<input type="checkbox"/>

Notes