

Implementation Checklist

The Effective Email Template

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Your Checklist

Follow this simple template to create email followup messages that get opened and get read.

Email is one of the most powerful forms of marketing available to us today and it is something you definitely want to use as part of your marketing campaigns and customer follow up sequences.

However, in order for your emails to be effective, it must be able to cut through the noise and relay your message to your customer in a clear and effective way.

Use this checklist to organize your ideas and come up with emails that work.

- Headlines** - are they designed to get the email opened (and nothing else)?
- Most Wanted Outcome** - have you clearly defined the most wanted outcome /action that you want from the reader
- Body** - Does everything in the message body enhance the value of the most wanted outcome and increase desire to act?
- Call-To-Action** - do you request the call-to-action at the top, middle and end of the message?

- P.S.** - Do you have at least one P.S. that summarizes the key message and benefit and calls to action?
- Signature Block** - Does your signature block clearly identify you (familiarity, trust), contain your contact information?
- Are there ads for your other sites/products under your signature (as long as they don't conflict with the main call-to-action)?
- Does your email comply with CAN-SPAM regulations and contain a physical mailing address and an unsubscribe link?