

Fast Track Checklist 2: Writing Attention-Getting and Result-Oriented Emails

After you complete the *worksheet* to help you plan how you will ensure that you create attention-getting and result oriented emails check off the tasks here, as you complete them. You'll want to double check this whole checklist one final time after you complete the worksheet.

How to Get Emails Opened

I began building trust and relationships with subscribers when...

- I used a thank you page to convey my respect and appreciation, as well as provide information relevant to the reader.
- I used the double-opt-in process and explained that verifying was for their protection.
- I personalized the email, welcomed them, reminded them how to access the freebie, and most importantly thanked them again for their participation.
- I explained what the subscriber could expect next and when it could be expected.
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- _____
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I created intriguing, actionable, personalized, subject lines when ...

- I occasionally included the reader's name in the subject line.
- I used persuasive words and/or strategies in the subject line.
- I gave the reader an idea of what the email was about.
- I included key words that are of interest to the reader.
- I used a friendly "reply to" email address, not a "no reply" email.
- I have created subject lines that convey a sense of urgency.
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I have applied my knowledge of the niche and subscribers' needs to keep their interest.

- I have gotten to know my members and their needs thoroughly.

- I've researched and know the products I create or recommend, inside and out.
- I have used appropriate vocabulary to relate well with my audience.
- I have interspersed trending and informational emails between promotional emails.
- I have kept my audience up to date on the latest news in the niche.

I created a consistent mailing schedule which...

- Keeps me on track and accountable.
- Prompts me to find exceptional offers and info relevant to readers' interests and needs.
- Encourages me to pre-plan emails, giving readers valuable information in each.
- Fuels readers' interest and encourages them to watch for the next email.
- Reminds me to create and offer subscribers a free resource every few days.

Write Effective Emails

I implemented these effective writing skills and strategies...

- I've shown the reader the relevancy of the info within the first paragraph of the email.
- I spoke directly to the person reading by using "you" and "your" in emails.
- I have emphasized reader/user benefits over features.
- I have created emails with one goal and one main point.
- I have written in my own "voice" and allowed readers see my real personality.
- I have included an actionable CTA in every email.
- I've chosen attractive buttons to use in HTML mailings.
- I used persuasive power words in the link and on the button.

Write Result Oriented Calls To Action

- I have placed my CTAs in multiple (3) places of the content email -- above the fold, in the lower-middle, and in the PS statement.
- I've adjusted the size, color, and whitespace to emphasize my CTA.
- I included persuasive words that assure readers and reduce the fear of risk.
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Copywriting for Email Marketing

I have combined copywriting and marketing strategies in my emails in these ways:

- I focused on the reader benefits rather than product/service features.
- I have examined the competitors' emails and have learned from their mistakes.
- I have shown readers that I understand their problem and pain points/feelings.
- I have shown readers how they will feel (benefits) when my solution fixes their problem.
- I have sent emails only to the audience that is interested in the problem/solution.
- I have kept emails concise and to the point, leaving out unneeded details.
- I have used words, concepts, and emotions that my target market can relate to.
- I have included a persuasive, powerful CTA in my emails.
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