The Email Marketing Stress Test

A Checklist for Getting the Most Out of Your Emails
from Copygrad.com

Framing Questions

Ask these before you start writing.

❏ **What outcome do I want?**

To get to the root of your ideal outcome, ask yourself: *Why am I sending customers this email?*

Ex. *I'm sending this email because we want to announce the new split-testing feature.*

Now look at your first answer and ask, "Why?"

Ex. *Because we want users to create a split test.*

One more time, look at your answer above and ask, "Why?"

Ex. *Because split testing will help users increase their conversion rates.*

This process will unlock the biggest benefit you need to include in your email to inspire as many customers as possible to take action.

❏ **Am I talking to the Elephant or the Rider?**

Should this email appeal to your reader's emotional needs or rational needs?

❏ **What action do I want customers to take after opening this?**

What action will lead customers one step closer to your ideal outcome? This should be your email's call to action.

Copygrad

❏ **Will any established habits influence behavior in this email?**

Certain types of emails create habits in engaged recipients over time. A blog post announcement email, for example, might train recipients to click at a certain spot. Before you start structuring your content, consider whether any established habits are involved with the email you're writing.

Pre-Open Questions

Ask these to give your email the best possible open rate.

❏ **Is there continuity between the subject line and email opening?**

Your subject line needs to get recipients to open the email, while also priming them for what they're going to see next.

❏ **How much of the subject line is visible on mobile?**

Make sure your subject line will still be powerful when viewed on mobile email clients.

❏ **Is the preheader text helping?**

Your preheader text should do one of the following:

- Further tease the content of your email
- Provide useful information (this usually applies to automated emails)
- Give an overview of the email

Just make sure it doesn't look like this:

Framebridge
Have you seen these? 😍   Inbox - Copygrad
This email was sent to will@copygrad.com why did I get this? unsubscribe from this list update subscription prefer...

Content Questions

Ask these to make sure your email is compelling enough to hold your recipient's attention.

❏ Am I just clearing my throat?

Look at the first paragraph or two of your email and ask these questions about each sentence:

- ❏ Does this immediately connect with a relatable emotion or relevant topic of interest?

- ❏ Does this make me want to read the next line?

- ❏ Do I *really* need this? Like *really, really* need it?

❏ Is this crutch speak?

Crutch speak is the fluffy phrase the customer has heard so many times it no longer even registers when she reads it. Examples:

- "We're excited to announce…"
- "Easier and simpler than ever before…"
- "You won't want to miss this…"

You'll know it when you see it. Replace it with something that serves a purpose.

❏ Do they have a clear reason to keep reading?

Ask this question of every single paragraph in your email. Each one needs to serve, in some way, the recipient's motivation to continue reading.

Readability Questions

Ask these to make sure your email is easy on the eyes.

❏ Can this paragraph be bullet points?

A good question for any paragraph longer than three lines or so.

Copygrad

❏ **Is there enough textual variation?**

Are you taking advantage of **bold text** and/or *italics* in your email? Or are you just giving recipients a big, boring block of text that's hard to scan? Make sure there's enough textual variation to keep things interesting — but *don't* <u>go</u> **overboard**.

Call to Action Questions

Ask these to make sure people, you know, click on your email.

❏ **Do I have a clear one?**

Yeah, this sounds obvious, but people seem to keep overlooking it. Just because you have a link somewhere in your email doesn't mean the call to action is clear. Do you make it 100% clear what action the recipient will be taking by clicking?

❏ **Where is there context for action?**

Are you utilizing every part of the email where a recipient might want to click? Don't save your links for only the bottom of the email.

❏ **Does there really need to be a PS?**

Some people say every email should have a PS. I don't necessarily agree. It can become less effective over time if you use it in every email you send. Use it strategically.

🤓

Want to get my feedback on an email?

Drop me a line at will@copygrad.com and I'll be happy to take a look!

Copygrad