

YOUR EPIC EMAIL CHECKLIST

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

READ THIS BEFORE YOU HIT SEND!

- 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!

