

Zero Resistance: Emails Checklist

- Did the clients Opt In for EMail?
- Is Opt Out and Unsubscribe an Option?
- Am I Using a reliable Email Platform?
- Did I optimize the Send Time?
- Is The Subject Line Optimized?
- Did I Segment my List?
- Is the List 'fresh' (Up to Date)?
- Do I have a Signature Template?
- Did I add a Signature?
- Is My Photo in the Signature?
- Is My Signature Branded?
- Did I Link my Social Media?
- Is my Business Address in the EMAIL?
- Did I send Myself a Test EMail?
- Is my 'From' Info correct?
- Are all of my Pics < 800 Pixels Wide?
- Do all of my links have simplified HTMLs?
- Is My Image to text ratio low?
- Are the Image file sizes small?
- Is the Email optimized for Mobile?
- Are the Links Optimized for Mobile?
- Are there too many attachments?
- Are the file sizes of the attachments too large?
- Did I proof the EMail?
- Did someone else proof the EMail?
- Is My Subject Line Misleading?
- Does this Email not look like a template?
- Did I personalize the EMail?
- Did I talk about their Gains?
- Did I talk about myself too Much?**
- Did I add a Spirit of Contribution
- Are there Testimonials?
- Did I make sure the Testimonials are Current?
- Does this Email reflect my Personal Speech Patterns?
- Did I Test the Email? www.mail-tester.com
- Did I add my Data to My Tracking Records? (Keep Records to Track Progress)
- Did I use Spam Trigger words? (Dear Friend, Amazing, Check/Money Order, Click Here, Great Offer, Increase Sales, This is Not Spam, Member, Sale, Fantastic Deal, For Free, Act Now, Don't Hesitate)
- Am I using Standard File Types? (.PNG, .JPG, PDF)
- Am I using Standard Fonts? (Arial, Verdana, Georgia, Times New Roman)

Important Dates

When Did I last Refresh my List?

When Did I last Update my EMail List?

When Did I Last Check the Links in my Signature?

When Did I Last Run an Opt-In Campaign?
