

Another Bonus From James Gladwin's List Building Course

Email Formatting Checklist:

Note – This checklist is fully-editable so that you can add your own formatting specifications. Also, not every single email requires all of these things. These are general guidelines.

- ❑ Email subject line is designed to spark curiosity and get subscriber to open email.
- ❑ Email from line includes consistent from email address and name.
- ❑ Email has 1 focus.
- ❑ Email speaks directly to subscriber – and only address 1 person.
- ❑ Email has a call-to-action.
- ❑ Email includes hint on what will happen next.
- ❑ Email contains a P.S.
- ❑ Email is personalized, but in a natural way.
- ❑ If sending HTML, make sure a text version is also included.
- ❑ When using text, write out URLs in full, including the http:// or they may not be clickable.

[I strongly recommend you check out this FREE 26 part video course](#)