SELLYOURSERVICE

EMAIL MARKETING CHECKLIST

1	**HOW LONG SHOULD MY E-MAIL BE?**	You should be aiming for the 600 to 700 word mark
2	**HOW WIDE SHOULD MY E-MAIL BE?**	Fifty-five characters is your baseline. And that's including punctuation, letters, spaces.
3	**HOW MANY E-MAILS SHOULD I PUT IN A SERIES?**	Rule of thumb for your newsletter list, depending on your business, is a minimum of once per week.
4	**HOW OFTEN SHOULD I SEND THE E-MAILS OUT?**	If you start with a two or three day cushion, you'll ensure they have enough time to breathe.
5	**PLAIN TEXT OR HTML?**	Use software like ActiveCampaign or Mail Chimp so you can paste text into an HTML template.
6	**GET MORE OF MY EMAILS DELIVERED**	Good autoresponder software will have a spam check built in.
7	**SELL THE CLICK!**	Stop trying to sell your product in the email and start selling the click!