








Pre-Email Checklist

Nothing dooms a sales email to the spam folder more quickly than a mistake. Avoid errors in your sales emails by using this simple checklist before you hit “send.”

-  Have you included all the **right recipients**?
- Re:* Is your subject line **clear, personalized and compelling**?
-  Are there any **template remnants** (like {!name}) left in your email?
- Aa** Is the **font and size** consistent?
-  Will your email fit on a **smartphone screen**?
-  Do all of the **links** work?
-  Do you have a **clear, tailored CTA**?
-  Are there any **typos**?
-  Is your **email signature** error-free and up-to-date?