CHAPTER FOUR CHECKLIST – PRACTICAL TIPS FOR CONSTRUCTING EMAILS

Refer to the instruction in Chapter 4 and the Bonus Materials sheet "Secrets for Compelling Subject Lines" to get started with some ideas for your own email marketing subject lines.

1. Using the examples given, come up with your own ideas for subject lines for the first monthly email to your mailing list. Focus on those important first two words to create interest and encourage opening. Keep your subject line within 40 characters. Then, on the adjacent line, add a pre-header that will go with those subject lines that will draw the reader in.

   Subject lines   Pre-header lines

   _____   _____

   _____   _____

   _____   _____

   _____   _____

   _____   _____

2. Create a sample email with a pre-header, following the example in the course. Send this email to yourself and view it on a mobile device and on a computer to see what your recipients will view.

3. Determine Calls to Action (CTA's) that you could include in your sample email. Don't confuse the reader with more than one CTA. CTA's may a link to your website, invitations to a show, or even a sales pitch if appropriate, with a link leading to a shopping cart. Write some CTA's below that fit in well with your own business:

   _____

   _____

   _____

_____

_____

4. Want to use a button to draw attention to your important CTA? You can easily make a free customized button at www.dabuttonfactory.com, using fonts and colors that reflect your brand. Save the button in a file and upload it to the library in your ESP. Then, include a link with the button that will lead to a page on your website, or elsewhere as needed. The CTA on the button might say "Learn More" or "See it Now" or other words that create curiosity and invite a click.

Here are a few examples of possible CTA buttons:

Click to visit my blog! **Click to see my new work!** **Click to learn more!** **Click to continue!**

Some ESP's will have buttons built in. These above were made directly in MS Word. They are plain, but can do the trick. The goal is to get a big, easy to see and easy to push button that will work in an email seen on a phone screen. No need to get too fancy. Use a large font (these are 18pt) a simple style (these are Arial) and use Bold. Keep the contrasting simple. White on dark is great!