



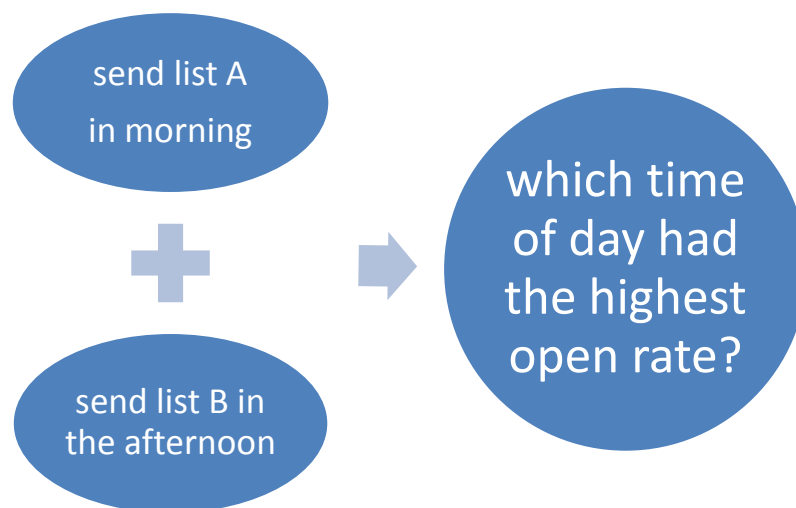
Even your first email can be valuable. A/B testing can hone your timing for your future emails.

Different audiences can have different scheduling issues. Someone who specializes in children's portraits might have clients with a different daily routine than an artist with clients who collect detailed hand-made miniature historic sailing vessels.

Most email marketing pros recommend you send on Tues – Thurs for arrival around 9 AM. Mondays are busy catch-up days. And Fridays are ... well, they are Fridays!

Marketing experts agree however that **it's never a good idea to send on a week-end. Most will also warn against sending in the evenings, too.**

Many people routinely check their emails at work. With mobile phones, people may now check on their way to work. Many will check their emails when they first wake up. To make sure you are sending your email at a time of day and day of week that you have the highest probability that your list will see and act on your email, you should do some tests.



You might even do this again to find the day of the week that has the highest opening rate! You should do this for several emails over time to make sure you are getting a cross section of data.

After several months, you should look at the over-all statistics for all your emails. If you are seeing the best results on Tuesdays (highest opening rates) you can begin to rely on that as a good day for sending to your lists. You need a lot of data and testing. If you don't want to do this, just use the basic rule of thumb: Tues – Thursday in the early to mid-morning is generally good timing for most.