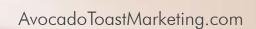
## How to Write the Ultimate Email Sequence

checklist by





## PREPARE & PLAN

### Get the Big Picture of a Sequence

### IDENTIFY

Have you identified the objective of your sequence? (More subscribers? More sales? Establish credibility? Something else?)

### OPT-IN

Have you provided an incentive or something of value that people want? A freebie or download?

### OUTLINE

Have you created an outline to guide you? (Strive for at least 5-7 emails.)

### WELCOME

Have you written a welcome email to introduce yourself and remind users what they've signed up for? Have you explained why you are the best person to help them with their problem?

### PROGRESSION

Does your outline provide valuable content, and build up to your offer by the end (or near the end) of your sequence?

### FINALITY

Does your sequence have a clear end and final offer?

## 02

## UNIQUENESS & UNHAPPINESS

Building a Better Mousetrap

### PAIN POINTS

Have you identified the pain points your audience is experiencing? Do you reference the pain in a way that establishes YOU as the solution to their pain?

### DESIRABLE

Is there at least one key benefit to show your value proposition?

### UNIQUE

Are you clearly differentiated from the competition in at least one specific way?

#### UNMISTAKABLE

Is it clear what makes you different from the rest? Is your value proposition clear, concise, and memorable?

## 03

## TANTALIZE & TEASE

## The Art and Science of Subject Lines that Get Read

INTEREST

Is your subject line interesting, causing your audience to pause and open?

TEASE

Is there an element of mystery that will cause your readers to open?

SHORT

Is it short? 6-10 words is best.

CONNECT

Does your subject line connect with the body copy?

04

## DISTRIBUTE & DELIVER

Provide Epic Content That People Want

FLOW

Is your first sentence smooth, simple and easy to read?

PERSONAL

Does your copy sound like a conversation that resonates with the individual reader?

COHESIVE

Do your subsequent paragraphs build on each other? Building on both the emotion and/or the promise from the subject line?

COOKIES & CHAMPAGNE

Do you make the experience fun and beneficial for your reader by offering valuable content and an occasional freebie or special offer?

SQUINT TEST

If you squint at your email, is it easily scannable with good formatting and spacing?

VARIETY

Do your emails vary in length?

SOCIAL

Have you included ways for people to follow or get in touch with you?

DESIGN

Is your email visually pleasing?

# 05

## **VOICE & VIBE**

### How Your Personality Shines Through

CONVERSATIONAL

Does your copy sound like a real human talking to another human?

YOU

Does your copy directly speak to the audience using the word "you"?

SMOOTH

Do any phrases sound weird when you read it out loud?

BANNED WORDS

Is it free from jargon, insider language, and cliches?



## CONVERSIONS & CALL TO ACTION

How to Maximize Your Ask

SINGULAR

Does your offer email have a clear and direct call to action?

VISIBLE

Is it easy to locate the call to action within the email?

NEXT

Does the call to action tell the visitor what's next? (What will happen after he/she clicks?)

TRIAL

Does the CTA have a trial period to relieve the fear of committing? (If applicable.)

GUARANTEE

Does the call to action have a guarantee to alleviate the fear of buying? (If applicable.)

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# 07

## **EDIT & EXECUTE**

### The Final Touches Before Automation

### ACCOMPLISH

By the end of your sequence, have you met your objective(s)?

### SPACING

Have you considered your audience and how to space out your emails? (Test this out several ways.)

### LOCKED & LOADED

Have you loaded your sequence into your marketing platform?

### SEGMENT

As you learn more about your readership, plug them into appropriate segments to more effectively market to them.

08

## ANALYZE & ADAPT

What Worked and What Needs Improvement?

### OPEN RATES

Where in the sequence do people drop off? Consider moving your pitch forward in your sequence.

#### SUBJECT LINES

Which subject lines have lower open rates? Try a new one with a more direct approach.

### CALLS TO ACTION

Evaluate which ones had the best open rates. Welcome email shouldn't be considered in this process.

#### EFFECTIVENESS

Did your sequence help you accomplish your original stated goal? What edits might be necessary?

## THANK YOU, STAY IN TOUCH!

WEB

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SOCIAL

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