

# How to Write the Ultimate Email Sequence

*checklist by*



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# 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?

# 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?

# 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?

# 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?

# 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.)

NOTES:

# 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.

# 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!

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