



# Email Copy Checklist

Follow these 10 steps to ensure you're writing effective email copy.

**1**

Come up with a single objective for your email campaign (your “desired response”)

**2**

Define your call to action (CTA)

**3**

Make sure the process for the CTA is working. If it's a link, make sure it's clickable and the landing page is working correctly

**4**

Make sure it's clear what the subscriber should do once on the CTA landing page

**5**

Come up with the “big idea” for your email copy

**6**

Write an intriguing but not misleading subject line

**7**

Edit your copy and make sure that you are writing to a single person

**8**

Repeat your call to action 2-3 times

**9**

Write a P.S.- include the CTA link

**10**

Tease your next e-mail

Read the Full article at [www.emailedelivered.com/email-copy](http://www.emailedelivered.com/email-copy)

