

EMAIL DESIGN CHECKLIST

- 01. Is My Email Template.... READABLE?
 - I have used legible font
 - I have used a contrasting color
 - I have made it easy to orient oneself in the email

- 02. Is My Email Template.... CLEAR?
 - I have a precise aim
 - I have used a design that supports my aim
 - I am guiding the reader to the desired outcome

- 03. Is My Email Template.... BRANDED?
 - I am aware of our branding
 - I am aware of color and font coherence
 - I will never forget our logo and other key branding elements

- 04. Is My Email Template.... CALLING-TO-ACTION?
 - I have guided my reader to the CTA
 - I have used at least one CTA
 - I have used high contrast for my CTA

- 05. Is My Email Template.... EYE-CATCHING?
 - I have used attention-grabbing headlines
 - I have used beautiful pictures
 - I have created the right ambiance

- 06. Is My Email Template.... RESPONSIVE?
 - I ensured that the template would look good on most devices

EMAIL DESIGN

CHECKLIST

07. Is My Email Template.... BALANCED?
- I have used colors and fonts that complement each other
 - I have used just the right amount of text
 - I have used just the right amount of other design elements
 - I have used proper structure
08. Is My Email Template.... COMPLIANT?
- I adhered to all the rules and requirements
09. Is My Email Template.... EFFICIENT?
- I have used an adequate amount of time
 - I have spent an adequate amount of funds
 - I have been organized and consistent
10. Is My Email Template.... FRUITFUL?
- I have focused on a clear desired outcome
 - I have set clear benefits for the readers
 - I made sure I followed all steps to ensure ROI