FREE CHECKLIST · THREE BITES

Before you hit send
14 checks. Every newsletter.

Print this page and keep it next to your keyboard, or tick the boxes on screen. If you can't tick every box, don't send it yet.

AUDIENCE

- [ ] Everyone on this list gave me permission to email them
- [ ] My list is clean: no duplicates, typos or unsubscribes
- [ ] Merge tags are set, with a fallback for missing names

CONTENT

- [ ] It's about one main topic, written like a conversation
- [ ] It's between 200 and 300 words
- [ ] It shares something useful, not just "look at us"

DESIGN

- [ ] My business name is the sender and my logo is at the top
- [ ] No more than 2 fonts, 3 sizes and 3 colours
- [ ] There's one clear call-to-action button
- [ ] The subject line is 7 words or fewer, with preview text
- [ ] I've checked a test email on my phone, links and all

DELIVERY

- [ ] I'm sending from my own domain, with SPF, DKIM and DMARC set up
- [ ] There's a clear unsubscribe link

AFTER

- [ ] My 48-hour review and resend to non-openers are in the calendar

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