Email CHECKLIST

Your email is ready, reviewed, and approved. Before you hit send take 3 minutes to double check the essentials!

№	CHECKLIST	☑
1	Correct audience included, and correct one excluded?	
2	Subject Line under 55 characters including spaces?	
3	Doing an A/B test? Is it set up correctly?	
4	Google Analytics filled in with the full name of the email?	
5	Pre-header filled in?	
6	All links working correctly? (click all the way through them!)	
7	Looking good on desktop?	
8	Looking good on mobile?	
9	If using personalizations, run the personalization test. Is it populating right?	
10	Run a virtual inbox test to see what the email looks like in dark mode and if you are going to hit any major spam filters.	

SEND OPTIONS

№	CHECKLIST	☑
11	Schedule the email send at least 30 minutes after you click the send button - that gives you time to change something last minute if needed	
12	Consider using optimized sending times to get to the person's inbox when they are most likely to open it.	
13	Auto re-send to non-openers with a new subject line **only** when it is critical messaging (balance between ensuring they get it but don't exhaust them!)	

You are ready to send!

EMAIL MAVEN