

Top 7 Tips

more effective

# EMAILS

## SUBJECT LINE

THE THREE SECOND DECISION

- ☞ Brevity + Creativity = Opens
- ☞ Two to Four Words
- ☞ Under 35 Total Characters

- ☞ Keep it Short
- ☞ Bold Statement, Humorous Observation, Contrarian Point-of-View

## FIRST SENTENCE

AKA WHY SHOULD I READ FURTHER?

## READABLE FORMAT

BUILT FOR SCANNERS

- ☞ One to Two Sentences Per Paragraph
- ☞ 50-150 Total Words
- ☞ No Images

- ☞ Conversational vs Formal
- ☞ Jettison the Jargon
- ☞ Explain it Like I'm Five

## K.I.S.S.

KEEP IT SUPER SIMPLE

## MAKE IT PERSONAL

SHOW THEM YOU CARE

- ☞ What's In It For Me?
- ☞ Be Specific
- ☞ Make It Simple

- ☞ Ditch the Pitch
- ☞ Reconnaissance = Context
- ☞ What Problem Do You Solve?

## CALL TO ACTION

WHAT SHOULD THEY DO?

## P.S.

ADD A P.S.

- ☞ Supporting Data
- ☞ Reference Point
- ☞ Secondary Information

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