

# EMAIL ASSESSMENT

Email marketing is an excellent, low-cost way to communicate to your client base. Use regularly scheduled emails to highlight information about you and your business, provide information and give promotional offers.

WHAT DOES YOUR EMAIL TEMPLATE LOOK LIKE?	NO	YES
Is my template easy to read? Do I have a light-colored background for the text?		
Does my template include my brand colors and logos?		
Is my font size over 10 point?		
Am I using 3 or less fonts in my template?		
Do I have different sections in my template for different information?		
Do I have contact information clearly listed?		
Do I have a link back to my website and social channels?		

WHAT DOES YOUR EMAIL SAY?
How often do I want to email my audience? 1/month? 1/week?
Plan out a list of topics for the rest of the year. Keep in mind seasons and holidays that are relevant to your market.
What are the 1-3 benefits I'm providing by sending this subject matter to them?
What is my Call to Action (CTA)? Is it clearly presented?