

Memory-Aid

Preparing targeted groups

- Create a list of the people who should and should not be included in your contact list
- Organize and update your contact list
- Make sure that you have your contacts' consent and that it is still valid
- Add new contacts
- Note the name of the groups to include in your mailing

Drafting the subject and preview text

- Write the subject header (4 to 8 words or about 45 characters)
- Write the preview text (description)(50 to 100 characters)

Choice of sender information

- Identify the name of the sender
- Choose a verified and valid sender address
- Determine the return address

Re-read

- Perform your first proof read of the document
- Pass it through a spell-check software
- Get at least one more person to read it
- Verify the translation, if needed
- Apply the corrections

Final test

- Send it to your test group
- Verify the email layout and image display
- Test the performance of the subject header and the email through anti-spam filters
- Make sure all the links work properly
- Ensure that placeholders are replaced with the correct content
- Re-read the contents of your text one last time

Before sending

- Verify that all images have a text alternative
- Produce a text version of the email

Voilà ! You are now ready to send your email!