EMAIL BLAST CHECK LIST

When creating an email blast, you will want to keep a few things in mind that will make your email stand out. But the first thing you have to do is organize your contacts. This will ensure that you are communicating the proper information effectively to the right people.

You may want to send a broad email to everyone on your contact list but you may also want to segregate the information based on perhaps where you met them, age, gender, etc should you be having a specific workshop dedicated to a certain demographic, etc.

There are some things to consider as you send your email:

1. Did you appropriately set up each ‘group’ in the backend of your email service?
	1. Every email service is different in terms of the process of this but they all offer it. You might tag a group as “current SprintSetters’ or ‘Hormone Workshop Participants.
2. Come up with a catchy subject: Listen to Your Gut: The Real Reasons Behind Weight Gain
	1. We all get so many emails so it is super important that yours has a provoking enough subject-line to catch their attention!
3. Create an email look and feel. All of the suggested services have existing templates you can use where you can simply select the colors you want OR you can create one more specific to your business by dragging in before and after images and the SprintSet logo.
	1. It’s important that readers don’t have to scroll down too much in order to get to the content and “the point” of your email so if you plan to include images, be sure not to over-do it.
4. Write the email copy. Make sure it is provocative, touches a pain point and tells your reader how you are going to solve that pain for them. ALWAYS have a call to action at the end of the email; ‘Get Tickets’ (for an event), ‘Call Now’, ‘Book Now’, etc.
5. You will then want to select WHO you are sending this to; so which group should receive this communication; EVERYONE, certain people from a specific event, etc.
6. Once you send your email, all email services are able to track it’s success – open rate, click-throughs and opt-outs.
7. IT IS VERY IMPORTANT NOT TO PURCHASE LISTS FROM A THIRD PARTY. THESE PEOPLE DID NOT OPT-INTO YOUR COMPANY WILLINGLY AND MANY MAY END UP REPORTING YOU AS SPAM THUS HURTING YOUR DELIVERABILITY IN THE LONG RUN.