



The Perfect Email Checklist

- Is This “One Of One” Content - Is The Client The Only Person Who Could’ve Written This? (Both Tone-Wise, Insights-Wise, And Story-Wise)
- Is This Below Readability Grade 6? Is It Perfect In Hemingway?
- The Truth Test - Is Everything We Claim In This Newsletter True And States The Facts?
- Are All Claims Backed Up With Sources?
- Would I Feel Proud If This Piece Of Writing Was Published Under My Name In The New York Times Tomorrow?
- Is There A Strong Curiosity Gap / Hook In The First 2 Sentences?
- Final Test: Read The Newsletter Out Loud On Your Mobile Phone And Make Final Edits.
- Would Our Target Reader Love To Read This Based On What We Know About Them?
- Is The Newsletter Aligned With Your Goals And Strategy?
- Clear Structure Using Headings, Subheadings, Lists, And Bolding. Does It Feel Beautiful To Skim?
- Is The Subject Line Under 40 Characters And Induces Curiosity?
- Impeccable Grammar In Grammarly
- Avoid AI Phrases
- Did We Ask Readers To Reply? Is There A P.S. Or Prompt Somewhere In The Newsletter Encouraging Readers To Respond? (Should Feel Natural, Not Forceful So Skip If There’s No Opportunity)