



The Preflight Email Checklist

Don't Send Any Email Before Checking These!



Subject Line

- ✓ Is it clear, concise, relevant, and compelling?
- ✓ Does it accurately reflect the email's content?

Enticing! I find that a short cliffhanger, or some sort of scarcity work best (Remember the environment your subject line is in when a subscribers see's it, you're competing for attention in a sea of subject lines)



Audience/List Selection

- ✓ Is the correct list, segment, group, or tag selected?
- ✓ Are suppression lists (if used) correctly applied?

Why check? Sending to the wrong audience wastes effort, harms engagement metrics, annoys recipients, and can lead to unsubscribes or spam complaints. Accuracy here is paramount.



Proofread for Errors

- ✓ Check spelling, grammar, and punctuation carefully. Read it aloud.

Why check? Typos and grammatical mistakes undermine credibility and professionalism, regardless of the sending tool.



Clarity and Conciseness

- ✓ Is the main point easy to understand?
- ✓ Is the language direct and focused on the goal?

Why check? Complex or unclear messages get ignored. Ensure the value proposition is clear.



Personalization (Merge Tags)

- ✓ Preview and test merge tags extensively using available preview/testing tools.
- ✓ Check with sample contact data (e.g., missing data).

Why check? Personalization can fail due to incorrect setup or incomplete contact data. "Dear [FNAME]," still looks unprofessional.



Links

- ✓ Click every link, including any automatically tracked links.
- ✓ Use link validation tools if available.
- ✓ Check landing pages.

Why check? Link tracking features can sometimes alter or break URLs if not set up correctly. Broken links kill conversions and frustrate users. Ensure they point to the correct, live landing pages.



Call to Action (CTA)

- ✓ Is the primary CTA clear, visible, and compelling?
- ✓ Does it accurately describe the action?

Why check? The CTA drives the email's goal. If it's weak, hidden, or unclear, performance will suffer.



Test Send

- ✓ Send test emails to multiple real inboxes (gmail at a minimum) before sending widely to gauge where your message will land (Primary Tab, Promotions Tab, or Spam Folder).

Why check? This is the ultimate final check that catches issues. It verifies how the email truly behaves in a live inbox environment.

Quick Emergency Steps: What If You Sent an Email with an Error?



Send a Correction Email ASAP

Don't wait. Use your sending tool to target the same audience that received the error.

- ✓ **Subject Line:** Make it clear, e.g., "Correction: [Original Subject]" or "Oops! Correction Regarding [Topic]".
- ✓ **Body:** Briefly and clearly state the error.
- ✓ **Provide Correct Info:** Include the correct link, information, offer code, etc.
- ✓ **Apologize:** Offer a brief, professional apology.



Learn from it

Document what went wrong and update your internal pre-flight checklist or review process to prevent recurrence.