

Nurturing Email Checklist:

- ☐ Is your email in plain text?
- ☐ Are you writing as a specific person NOT a company?
Use "I" and "me" not "us" or "we"
- ☐ Did you reveal that there's a human being behind the email?
- ☐ Does your subject line point out a pain?
Start subject lines with with "If...." Or "When..."
"If guards don't show up for their post"
"When proposals take more than 3 hours to create"
- ☐ Does your email I have a character reveal?
Do you include a statement revealing your personality that ties into the story?
- ☐ Does your email have an analogy, story, metaphor that leads to an insight or wisdom?
- ☐ Do you clearly communicate the wisdom?
- ☐ Is your call to action and escaped from pain
"Spend less time creating proposals and more time closing deals"
"This keeps guards on site"
- ☐ Do you focus on one pain point per email?
- ☐ Does your email focus on your audience taking one specific action?
- ☐ Is there only one link destination?
- ☐ Did you use just one analogy?
- ☐ Do you have fuzzy phrases? Turn them into movie phrases
Instead of "makes scheduling much easier", try "Post your calendar link in an email and Bookie schedules, cancels or reschedules your meetings for you, automatically."