

## Ask yourself some basic questions before you hit send:

☐ Have I asked my subscribers what kind of content they want to receive?
☐ Will my subscribers want to read this email?
☐ Have I included both an HTML and a plain text version of my email?
☐ Is my email optimized for mobile?
☐ Is my email a positive reflection of my brand?
Overall, am I getting the right message, to the right subscriber, at the right time?