

Email List Checklist



To help keep your business organized, follow the checklist below to find out what items you should include in your email list:

Contact information, including:

- First Name
- Last Name
- Email Address
- Phone Number (Optional)

To help you with a successful email campaign, here are a few things you should keep in mind as you're creating your emails:

Frequency of email sends

- We recommend sending at least one email per week, but no more than three emails.

Time and day of email sends

- We recommend sending emails between Monday and Thursday, 10 A.M. – 4 P.M. Remember to send your emails based on the time zone your clients are in.

Content included in the email

- We recommend including catchy content that entices your readers, your logo, a call-to-action and the links to your business's social channels.

*Please note, in order to stay compliant with the law, you must have your business address and an unsubscribe link in your emails so people can opt out.