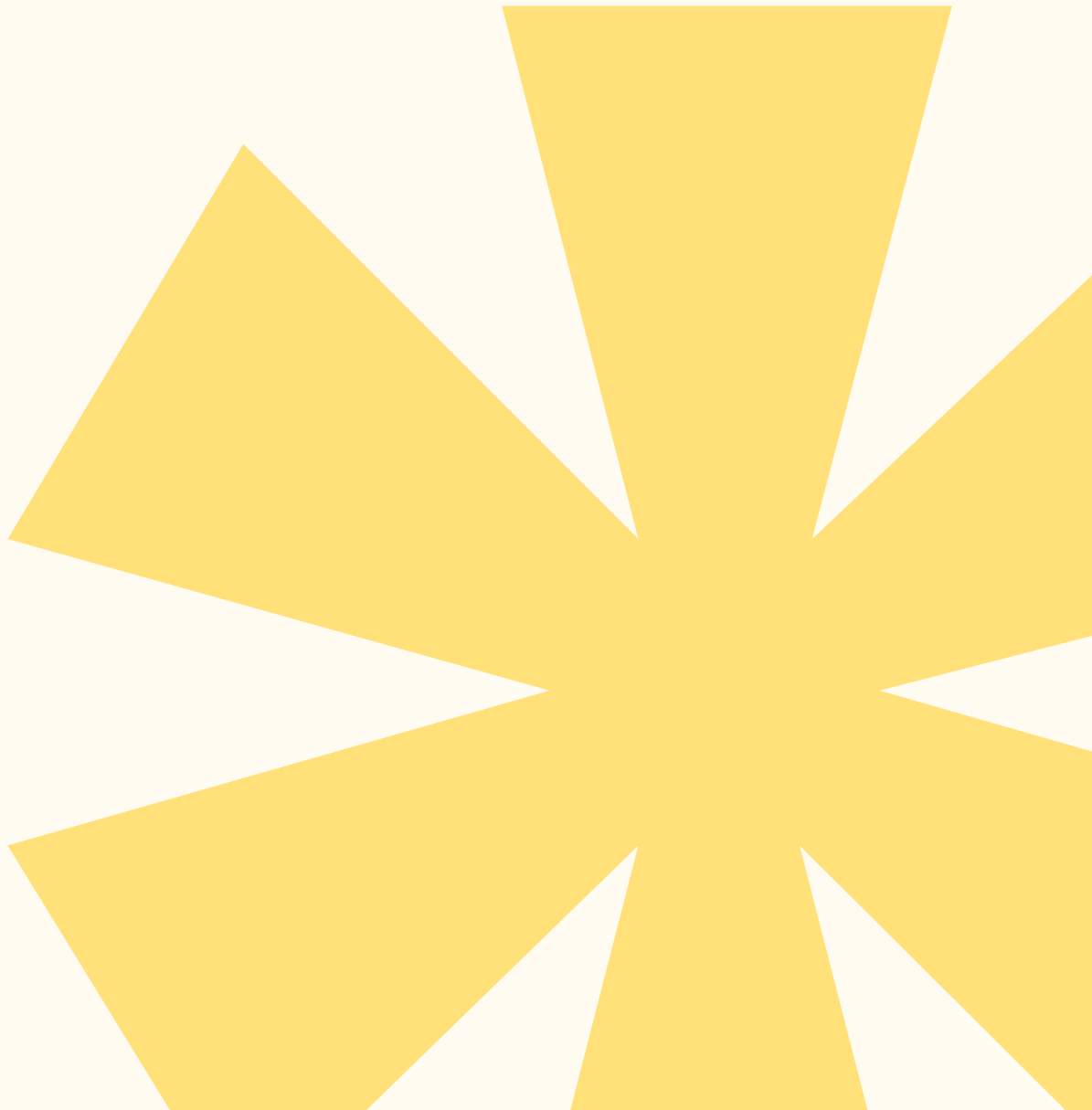


# THE 'OPTIMIZE YOUR EMAILS' CHECKLIST

WHAT TWEAKS TO MAKE  
TO MAKE AN IMPACT



NIKKI\*ELBAZ  
[nikkielbaz.com](http://nikkielbaz.com)



# DISAPPOINTED?

**These lackluster responses can actually be your unfair advantage.**

Yes, it's disappointing when you don't get the responses you expect (or need!).

But recognize this:

**When faced with “failure,” most others will give up and go home.**

That you're optimizing gives you an unfair advantage –

**more chances,  
more responses,  
more attention.**

*(Plus, it's crazy inspirational.)*

Enough pep talking.

Let's get some results, shall we?



WANT MORE OPENS? OPTIMIZE THESE THINGS/

## SENDER DETAILS

### QUICK CHECK

Send an email to another email address and take a look at how your sender name and photo looks.

*Is your name properly capitalized?*

*Does it have your first name and last name?*

*Is your profile picture personal or professional?*

There's no correct formatting, just the formatting for what will inspire trust in your One Reader. So make sure the answers to those questions are strategic – or make some changes.

### THE OPPORTUNITY

Sender details is not something we often think about with cold emails because we're not sending from an ESP.

And that's exactly why the sender details present such an opportunity.

What can you do to get attention?

A creative Sender Name can grab your One Reader's attention – and also open the story of their needs and how you can address them. I've used this a few times to fabulous success.

CAVEAT: Make sure you're not being sleazy. Click bait alone will not get you far. And sometimes the Sender Name being an obviously fake name works really well. (Like the time I wrote an email sent from "Time.")

## SUBJECT LINE

### QUICK CHECK

Put yourself in your One Reader's shoes. If you were him, would you open your email?

What do the other emails in her inbox look like – and how can yours stand out? What does he care about? Can she see a benefit to opening your email?



WANT MORE OPENS? OPTIMIZE THESE THINGS/

## SUBJECT LINE (CONT.)

### THE OPPORTUNITY

Many cold email subjects spell out the offer. Which means the recipient judges whether or not he needs it – before reading any details or benefits.

So don't spell your offer out.

Because you need more time to tell the story (and thrown in some persuasion).

So makes sure your subject line is relevant – and inspires curiosity.

Another option? Spell out the benefit. This will be enticing and can also employ curiosity.

CAVEAT: Make sure you're not being sleazy. Click bait alone will not get you far. And sometimes the Sender Name being an obviously fake name works really well. (Like the time I wrote an email sent from "Time.")

## PREHEADER (PREVIEW TEXT)

### QUICK CHECK

You can only set up a preheader if you're using an ESP. Which means that your first sentence has the same goals as your subject line: attention, relevance, curiosity. Rewrite it to accomplish those three things. Because the last thing you want is for the curiosity loop you opened in the subject line to be closed in the visible preheader text – effectively negating the need for an open to close the loop.

### THE OPPORTUNITY

Just like for unique Sender Details, it may be worth sending individual cold emails from your ESP. If you've got a creative, click-worthy idea for a preheader, it's worth the effort of setting up a dedicated list.



## WANT MORE RESPONSES? OPTIMIZE THESE THINGS/

### HOOK

#### THE QUICK CHECK

Cold email is not the place for niceties. No intros, no cheery greetings. Cut straight to the benefits – and then loop back and introduce yourself.

#### THE OPPORTUNITY

Does your email even have a hook? Or are you stating the obvious (or the boring) first? Your hook is pretty similar to your subject line – you're just trying to keep the reader engaged until she gets to the meat. As overused as storytelling is in marketing, it does work. Spin a tale and string along your reader (in a nice way).

### PERSONALIZATION

#### QUICK CHECK

You did your research (right???) – but did you make it obvious? Can your reader tell that you're reaching out to her and her alone? That you know what makes him tick? That you cared enough to tailor your offer to her needs? Influencers get irked by mass pitches – so make sure your pitch is very obviously not a mass pitch.

#### THE OPPORTUNITY

It doesn't take much to personalize a pitch on a low level (address by name, quickly find an article or stat to compliment, etc.). Which means that if you personalize a little more deeply, you have an unfair advantage. Pull in that persuasion principle of Like ability – and subtly personalize your email with something you two have in common.



**WANT MORE RESPONSES? OPTIMIZE THESE THINGS/**

## **STRUCTURE**

### **QUICK CHECK**

Look at your email from a distance. Swipe through it on mobile. Read it 5 minutes before you end your work day or while you're getting in your car. How much can you take in when you're skimming, distracted, or half interested?

### **THE OPPORTUNITY**

Break up all your paragraphs. Yep, all. Physical length does not make an email longer, it makes it easier to be read. It's easier to pick up information while skimming if you're reading individual lines with a lot of white space. Same thing for bullet point lists. And bolded lines – so bold your email's most important or emotional line.

## **CALL TO ACTION (CTA)**

### **QUICK CHECK**

Is what you're asking for the minimum viable next step? How long does it take and is it easy? Can you ask for something simpler or faster?

### **THE OPPORTUNITY**

Don't just think about how long it takes to technically complete the task. Also consider the emotional involvement. Stomp out any objections – and add in some risk reversals – so the next step is easy to do technically and emotionally.

## **WANT MORE 'YES' RESPONSES?**

If you're getting responses, you're doing something VERY right with your copy. For someone to respond despite the fact that they're not interested means he was either impressed or complimented. But...if those responses aren't yes responses, either your offer, recipient, or both need optimizing.

Go back to the drawing board and make sure your recipients are willing and able to take you up on your offer – and refine your offer or recipient list accordingly.

# NEED MORE THAN D-I-Y OPTIMIZATION?

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