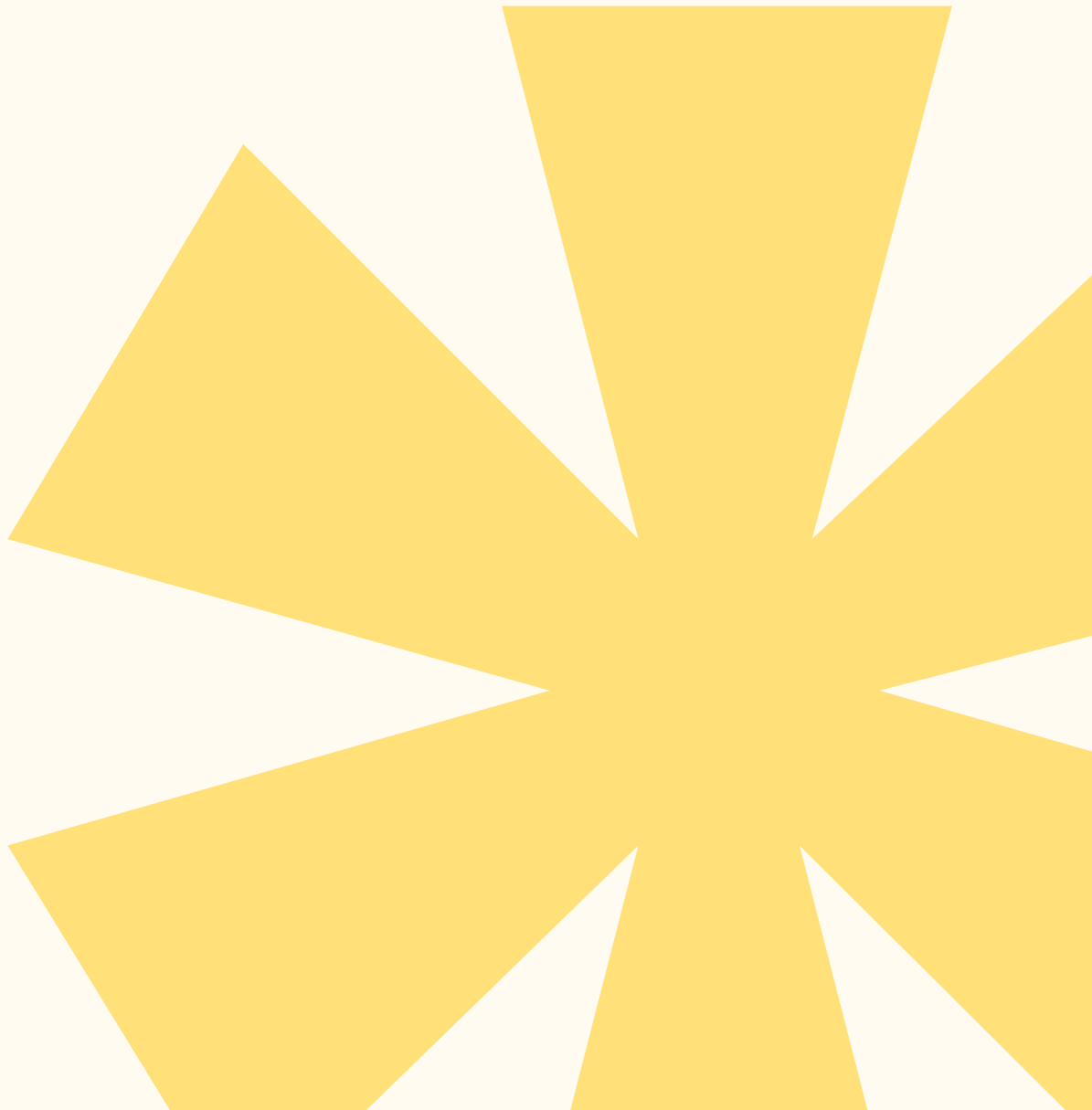


# THE 'OPTIMIZE YOUR EMAILS' CHECKLIST

WHAT TWEAKS TO MAKE  
TO MAKE AN IMPACT



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



# DISAPPOINTED?

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

Yes, it's disappointing when you don't get the results 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 clicks,  
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 – on both mobile and desktop.

*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

Make sure you're sending your emails from a real person – not from "Company Name" Team.

Bonus: Be daring and get their 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. But 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 email subjects spell out the offer. Which means the recipient judges whether or not he needs the offer – 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.

## PREHEADER (PREVIEW TEXT)

### QUICK CHECK

Your preheader has the same goals as your subject line: attention, relevance, curiosity.

Write 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 preheader text – effectively negating the need for an open to close the loop.

### THE OPPORTUNITY

Emojis

'Nuff said.



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

## **HOOK**

### **THE QUICK CHECK**

Does your email even have a hook? Or are you stating the obvious (or the boring) first?

### **THE OPPORTUNITY**

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 as a legitimate human? That you know what makes him tick? That you cared enough to only send information that’s relevant?

### **THE OPPORTUNITY**

It doesn’t take much to personalize a pitch on a low level. Which means that if you personalize a little more deeply, you have an unfair advantage. Pull in that persuasion principle of likeability – and subtly personalize your email with something you have in common with your One Reader.



**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?

Get audits or custom emails here:  
[nikkielbaz.com/services](http://nikkielbaz.com/services)



- ✓ Sequence audits
- ✓ Copy audits
- ✓ Email optimization via day rate
- ✓ Email punch up via day rate
- ✓ Custom projects

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