

Does Your Email Measure Up?

By Bill Vannot

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Successful Marketing Ezine <http://www.successful-marketing.com/report1a.html>

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What is a good rule of thumb in measuring the effectiveness of your emails?

How good are your emails?

Have you ever really thought about the construction of a good email message?

Here is a simple, small checklist that just might improve your emails:

1. Preferably your subject line should not exceed six words. If you decide on a longer subject, it's possible that your subject line may be cut off in some inboxes. Short, high-impact subject lines help give your emails a better chance of being read.
2. A subject "list" can be useful in training you to write better subject lines. Make a list of 15-20 different subject lines that stress your most important point. Trim that list down to 8-10 favorite subject lines. For each one, highlight your first 45 characters in bold type. This is

considered to be the information that your reader will pay more attention to. This will also give you some practice in constructing short, precise subject lines.

3. Next, try removing all useless words. Then go over your punctuation marks and extra spaces. Drop all incidental words like....,

'a,' 'an,' and 'the'.

In most cases these words can be easily removed without causing any negative impact to the email.

4. Always place your key points in the first three or four lines of your email. You must realize that some people do not read an entire email. You should make sure that all of your important information, like your offer, your action call and your link, is placed in the top part of your email. This helps ensure that even if the email isn't completely read, your main intent of the email will be seen.

Practice these great little email tips and you can make your email a very powerful means of communication.

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Tired of going back to the word "GO"?
The Successful Marketing Ezine teaches the rules for a Winning Game Plan. Contact Bill today for your business strategy. Bill plays to win. Shouldn't you?
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