

# EMAIL MARKETING CHECK LIST

## *for Christian Entrepreneurs*

### ROOTED IN PURPOSE

- ☐ DID I LEAD WITH SERVICE OVER SELLING?
- ☐ DOES THIS EMAIL REFLECT MY MISSION OR CALLING?
- ☐ DID I PRAY OR PAUSE BEFORE WRITING TO SEEK GOD'S GUIDANCE?

### WRITTEN WITH CONNECTION IN MIND

- ☐ AM I WRITING LIKE I'M SPEAKING TO ONE PERSON?
- ☐ DOES THIS MESSAGE CONSIDER WHAT MY READER MAY BE STRUGGLING WITH, PRAYING FOR, OR NEEDING TODAY?
- ☐ DID I INCLUDE A RELATABLE STORY, LESSON, OR TESTIMONY?

### CLEAR AND CONVERSATIONAL

- ☐ IS MY TONE FRIENDLY, NOT FORMAL OR "CORPORATE"?
- ☐ DID I AVOID JARGON OR OVERLY POLISHED LANGUAGE?
- ☐ WOULD I SAY THIS OUT LOUD THE WAY I'VE WRITTEN IT?

### PART OF A CONSISTENT STRATEGY

- ☐ IS THIS EMAIL PART OF MY PLANNED CONTENT CALENDAR?
- ☐ AM I TRACKING WHAT RESONATES WITH MY READERS?

### ACTIONABLE AND ENGAGING

- ☐ DID I INCLUDE A CLEAR CALL TO ACTION (EVEN A SMALL ONE)?
- ☐ DOES THE CTA ALIGN WITH SERVICE, NOT PRESSURE?
- ☐ WOULD I CLICK OR ACT ON THIS MYSELF?

### BONUS CHECKS

- ☐ IS MY SUBJECT LINE CLEAR AND CURIOSITY-DRIVEN?
- ☐ DID I CHECK FOR TYPOS AND WEIRD FORMATTING?
- ☐ WOULD I BE PROUD TO SEND THIS TO SOMEONE I RESPECT?