



## Email Copywriting Dos and Don'ts

Before you send out your next email, scan through our tried-and-true email copywriting best practices to ensure you get that high open rate.

### Subject Line

- ✓ Under 26 character
- ✓ Sense of urgency/FOMO
- ✓ Tie to preview text
- ✓ Use brackets when appropriate

- ✗ Exclamation points
- ✗ All caps
- ✗ Forget about mobile users
- ✗ Special characters

### Email Body

- ✓ Be conversational
- ✓ Show personality
- ✓ Focus on pain points
- ✓ Bulleted lists, short sentences
- ✓ One call to action

- ✗ Use technical, industry jargon
- ✗ Hard sell
- ✗ Focus on products/services
- ✗ Paragraph-long chunks of text
- ✗ Overwhelm

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