

### 1. Overview

- a. What is the purpose of this email? (event invite, supply info, etc.)
- b. Who is your main audience? (e.g., students, parents, both)
- c. What is the desired outcome? (RSVP for an event, form fill, etc.)

### 2. Message

- a. List the 2-3 main points you need to get across
- b. Draft a subject line
- c. Determine who the sender should be (individual, institution, department)
- d. Identify primary CTA

### 3. Evaluate & iterate

- a. Is your main message relevant to the intended audience?
  - Yes
  - No
- b. Is your subject line clear and engaging?
  - Yes
  - No
- c. Have you chosen the right sender based on message and goals?
  - Yes
  - No
- d. Is your CTA clear and easy to follow?
  - Yes
  - No

### 4. Set goals & assess outcomes

	Open rate	Click rate	Conversions
<b>Goal</b>			
<b>Actual</b>			