



Do	Don't
Segment your lists	Send the same email to everyone
Add value	Push a sale on your prospect from email one
Use a friendly, conversational tone	Send confusing essays
Personalise your emails by using merge fields	Use confusing jargon, formal language or write like a robot
Make it all about how you can help your prospect	Make your email too generic
Make your CTAs clear	Make it all about who you are and how great your product is
Use short, clever subject lines	Include too many CTAs
Use text-only emails for sequences	Use long subject lines that include numbers or spammy words
Embed links over words like 'Our website' or 'here'	Overload your prospect with images, GIFS and videos
A/B test	Include open links and tell a prospect to click on it
Provide exit routes in nurture programs for the unengaged	Stop testing and bin your campaign
Include an unsubscribe button Track metrics	Send your recipients content they don't want over and over
Proofread. Does it sound like you're a human talking to another human?	Overuse exclamation marks and spammy words

