

BEFORE YOU SEND AN E-MAIL, YOU SHOULD ASK YOURSELF 10 THINGS...

- 1. Did you spell check?
- 2. Are you avoiding spammy words?
- 3. Is the email personalized?
- 4. Does the recipient know what to do next? Call to action?
- 5. Is the message clear & concise?
- 6. Are you engaging the student?
- 7. Is it visually appealing?
- 8. Does the communication complement your other communications?
- 9. Is the delivery of the email timed appropriately?
- 10. Is it clear & consistent as to who the message is from?