

Previewing your email on a **mobile device** for quality ensures maximum reach and engagement.

A **subject line** that provides a sneak peak at the best content in the email encourages recipients to read more.



From email address that professionally represents your organization.

Logo and brand colors lets recipients quickly recognize the email is from a business or person they know and trust.

Short copy makes it easy for recipients to gain interest and increases the likelihood they will read the whole email.

One **call-to-action** for each message telling recipients exactly what you want them to do will help reach your marketing goals.

A **single column** ensures your email can be easily viewed on a mobile device.

From: Get Fit Personal Trainer (trainer@getfit.com)
Subject: **New Customized Training Program**



New Customized Training Program

Losing weight involves much more than counting calories... it takes getting fit as well. At Get Fit, we are introducing a customized training program designed to help you lose weight, build tone, and stay that way!



[Learn More](#)

Ready to schedule an appointment?
Call (330) 555-6212 to get started!

GET FIT MEMBER TESTIMONIAL

A big THANK YOU to Get Fit, who not only helped me get into the best shape of my life, but helped me lose 80 pounds! My personal trainer, Megan, designed a fitness program for me that matched my strengths and gently challenged my weaknesses so that they are no longer issues. Thanks to her, I look and feel great!

-Robin Taylor, Member since 2013

[Read More Testimonials](#)

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