

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.

The use of a **few small images** brings order and visual appeal to the page, making it easy to read.

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

