



## Email Deliverability Checklist

*Don't let your emails get blocked and reported as spam! Here are 14 ways to ensure your emails land in the inbox:*

- My welcome email tells subscribers how to white list me
- I got express permission to email every subscriber on my list
- I'm sending segmented emails to my list
- I'm using a reputable email service provider (*Try LeadFlow*)
- My email open rates are average or higher for my industry
- I regularly email my subscribers at least once a week
- My email branding makes it clear who I am
- My email "from" name is easily recognizable
- I have cleaned my email list within the past year
- My email subject lines are not misleading
- I've included my mailing address in every email
- There's an unsubscribe link at the bottom of every email
- I'm not using any common spam trigger words
- I tested my email using IsNotSpam or similar tool