

# **HOMework**

## **WRITE YOUR LAUNCH EMAILS LESSON 4**

## LESSON 4

### FINISH WRITING YOUR EMAILS

#### ACTION STEPS

##### **Step 10**

Finish writing your emails using the copywriting strategies shared with you in this lesson and the previous lesson. Review them to ensure you aren't making any of the mistakes we discussed in Lesson 3.

##### **Step 11**

Format and proofread your emails. Use a tool like Grammarly to ensure your emails read well and are typo-free. Use the Fast Formatting Checklist to ensure your emails are readable and engagingly formatted.

##### **Step 12**

Run your emails through Mail-Tester to improve and increase deliverability.

##### **Step 13**

Load up your emails into your ESP and get ready to launch!