



EMAIL FORMATTING CHECKLIST

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Fast Formatting for Email Copy Checklist

Bulleted lists

Bold text, sparingly. Don't just bold random words, through. Bold what needs emphasis.

Italicize for emphasis. Same rules as "bold" text.

Shorter Paragraphs. 3-5 lines work best. You can even experiment with "single-line" paragraphs.

Don't be afraid to add personality (emojis, GIFs, memes!) and personalization.

After you write your email, reread it, or have a friend read it. Ask yourself (or your friend) would you enjoy getting this in your inbox? Does it excite you and delight you? Or is it BORING?!