

Sexy Email Sequence Checklist

Use this checklist to make sure your emails are as appealing to your ideal customer as you can make them!

- ☐ I have thoroughly gotten to know what's going on with my ideal customer right now in her life:
 - ☐ What obstacles and challenges she is facing—personally and in her business
 - ☐ What she needs more of
 - ☐ What she needs less of
 - ☐ The main problem I'm best suited to help her solve
 - ☐ What transformation she needs
 - ☐ The best goal I can help her achieve
 - ☐ How she talks—her tone, the idioms she uses, her style
 - ☐ What type of tone she seems to enjoy and engage with the most
 - ☐ What type of content she seems to enjoy and engage with the most
 - ☐ What seems to leave her cold in communication style and topics
 - ☐ What triggers her to buy
- ☐ I have segmented my list so I can create highly-personalized email responses based on subscriber actions
- ☐ I have set up analytics or assigned a team member to monitor my subscribers' responses and engagements with my emails
- ☐ I have found out my ideal customer's preferred learning style, and I am tailoring my emails for her comfort.

- ☐ I am letting my authentic personality shine through my emails, mirroring her tone, degree of formality or informality, idioms we share in common, and keywords
- ☐ I have built a lively email sequence anticipating her reactions, thoughts, and concerns about my topic and product
- ☐ I am sharing vulnerabilities as well as successes—relevant ones that come from putting myself in my ideal customer's shoes
- ☐ I am creating a mix of media within my emails to increase interaction and engagement:
 - ☐ A quick video for my visual learners
 - ☐ Carefully-chosen graphics
 - ☐ Inspirational image quotes
 - ☐ A helpful infographic
 - ☐ Short Polls
 - ☐ Questions
 - ☐ Sharing poll results and question answers
 - ☐ Sharing helpful resources
 - ☐ Creating an email mini-course
 - ☐ Invitations for free gifts and free events
 - ☐ Surprise gifts such as checklists or templates
 - ☐ Sharing exclusive, generous special deals or coupon codes for subscribers only



- ☐ I am crafting the most appealing Subject Lines possible, putting care and testing into them
 - ☐ I am encouraging my subscribers to engage with:
 - ☐ Reminders
 - ☐ Countdown timers
 - ☐ Buttons with specific, well-optimized CTAS
- ☐ I am using professionally-designed, well-branded email templates
- ☐ I am tracking my autoresponder analytics and split-testing individual elements like Subject Lines or CTAs
- ☐ I am including CTAs that are placed within emails for maximum helpfulness
- ☐ I am putting careful consideration into the placement of my CTAs
 - ☐ In buttons with specific, positive statements (“Yes—Send me my free font pack!”)
 - ☐ In optimized anchor text (“Yes—[Send me my free font pack!](#)”)
 - ☐ At the most logical points in my email:
 - ☐ Right when she is wondering, “But how do I get one?”
 - ☐ Right when she’s excited enough to look for a link
 - ☐ Right after I’ve hit a strong, emotional point in my body copy
 - ☐ In a friendly P.S.
 - ☐ In a graphic showing my product
 - ☐ Underneath a graphic showing my product



- ☐ After I've asked a strategic question
- ☐ At more than one point in my email. (The longer the email, the more CTAs I will consider placing.)
- ☐ I am sending my emails regularly and at consistent intervals