Subject: 4 Email Marketing Rules Your Should Not Overlook

Hey [[firstname]],

You’ve worked hard to build a profitable email list, and the last thing you wish to do is make your subscribers hate you by using bad email practices.

Here’s 5 email marketing rules you should abide to gain your subscribers trust and at the same time improve clickthrough in your emails.

1. Limit your email line width to less than 200 characters.

Remember, people have the tendency to scroll down so if you force them to read from left to right they will lose interest fast.

1. Never use full capital letters. If needed, only capitalize the first letter of the word because full capitals will make your email come off as spam
2. Never use weird looking links. Don’t send links that have a lot of gibberish alphabets (usually happens in affiliate links). Instead, use a link cloaker or a URL shortener like tinyurl.com
3. Treat your subscribers with respect. Email your list like how you would like to be emailed and you’ll find less opt outs from your list.

In short, these good email practices should be taken into consideration whenever you draft your email if you wish to boost profits in your business.

Stay tuned for more free tips!

Warm regards,

[[YOURNAME]]