Email Delete Barrier Checklist

Lead Generation Emails

Use this checklist *before* sending lead generation emails to increase response rates.

SUBJECT LINE

- [ ] 1. Makes the contact feel like he / she must reply
- [ ] 2. Is not more than 6 words
- [ ] 3. Relates to the content in the body of the email

SALUTATION

- [ ] 4. Includes the contact's first name

SIGNATURE

- [ ] 4. Includes your phone number and company web address
- [ ] 5. Includes a way to get to know you (LinkedIn, Twitter, Facebook Fan Page)
- [ ] 6. Appears short

FORMAT

- [ ] 7. Easy to read, standard font in black text
- [ ] 8. No graphics
- [ ] 9. No attachments
- [ ] 10. No bullets
- [ ] 11. Includes varying paragraph lengths
- [ ] 12. Includes one or two short 1 sentence paragraphs
- [ ] 13. Uses colloquial, spoken English
- [ ] 14. Has your name in the "From" column of the inbox
- [ ] 15. Includes a call to action in the first paragraph
- [ ] 16. Closes with an implied action such as "I look forward to your reply."

CONTENT

- [ ] 16. Feels very specific to the target contact title and micro-segment
- [ ] 17. Includes one trigger event or business issue in the first paragraph
- [ ] 18. Includes the value to the prospect in addressing the trigger event
- [ ] 19. Makes one offer related to the trigger event or business issue
- [ ] 20. Tells the prospect exactly what to do in the call to action
- [ ] 21. The length does not exceed 99 words

Get more customers now.

KLA Group

7779 S. Glencoe Way

Centennial CO 80122

+1 303 741-6636

www.klagroup.com

twitter.com/kendraleeKLA

facebook.com/klagroup