

## Subject Line & Preview Text

- |                   |                          |             |                          |
|-------------------|--------------------------|-------------|--------------------------|
| Word limit        | <input type="checkbox"/> | Spell check | <input type="checkbox"/> |
| Includes a number | <input type="checkbox"/> | Grammar     | <input type="checkbox"/> |
| Emoji             | <input type="checkbox"/> | Sender name | <input type="checkbox"/> |
| Asks a question   | <input type="checkbox"/> |             |                          |

## Email Content

- |                  |                          |                    |                          |
|------------------|--------------------------|--------------------|--------------------------|
| Personalize      | <input type="checkbox"/> | Check Links        | <input type="checkbox"/> |
| Whitespace       | <input type="checkbox"/> | Offers Value       | <input type="checkbox"/> |
| Images           | <input type="checkbox"/> | Call-to-action     | <input type="checkbox"/> |
| Video            | <input type="checkbox"/> | Customer Journey   | <input type="checkbox"/> |
| Engaging         | <input type="checkbox"/> | Tells a story      | <input type="checkbox"/> |
| Footer Optimized | <input type="checkbox"/> | Unsubscribe Link   | <input type="checkbox"/> |
| Inspires Action  | <input type="checkbox"/> | Spelling & Grammar | <input type="checkbox"/> |

## Testing

- |                  |                          |                  |                          |
|------------------|--------------------------|------------------|--------------------------|
| Send to yourself | <input type="checkbox"/> | Send to a friend | <input type="checkbox"/> |
|------------------|--------------------------|------------------|--------------------------|

## General

- |                |                          |                     |                          |
|----------------|--------------------------|---------------------|--------------------------|
| Thank you page | <input type="checkbox"/> | Schedule Follow-up  | <input type="checkbox"/> |
| Tracking Setup | <input type="checkbox"/> | Monitor Conversions | <input type="checkbox"/> |