

# SERG'S WINNING EMAIL FORMULA:

EYE-CATCHING SUBJECT LINE  
+  
1-ON-1 CONVERSATIONAL TONE  
+  
TOP TAKEAWAY  
+  
CALL TO ACTION  
+  
SOCIAL PROOF & MULTIMEDIA  
=  
A GUARANTEED OPENED EMAIL



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## IS YOUR EMAIL BLAST GOOD TO GO? (THE BASICS) - WORKSHEET:

Create an eye-catching subject line! Feel free to incorporate emojis and attention-grabbing abbreviations such as "FWD:", "RE:", etc:

Option 1: \_\_\_\_\_

Option 2: \_\_\_\_\_

Option 3: \_\_\_\_\_

\*Choose what you think will work best!\*

Consider this: What will be the basic story you will tell with your email and how will you do it? What will the top takeaway be for the reader? Remember, an email with no value will only get ignored: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What's your Call To Action (CTA)? What's the end goal of this email?:

\_\_\_\_\_

Have you included customer reviews or relevant examples of your product/service?:

YES  NO (If no, please make the necessary edits)

Does this email link to a page on your website where they can immediately buy or subscribe?

YES  NO (If no, please make the necessary edits)