WELCOME SCORECARD

Use this scorecard to create (or enhance) your business's "first impression" in the inbox.

DOES YOUR WELCOME EMAIL...

25 POINTS

☐ get sent automatically, immediately upon signup?

25 POINTS

☐ say "Thank you" ?

20 POINTS

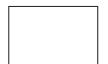☐ give the customer something to do next?

10 POINTS

☐ give them whatever they signed up for?

10 POINTS

☐ reiterate the #1 value your email programming offers?

10 POINTS

☐ set expectations on frequency, and encourage whitelisting?

☐ For each checked item, award yourself the corresponding total value.

YOU'RE GOING FOR 100 ;)