

# THE PERFECT EMAIL PREPSHEET

A Simple Brainstorm To Prep Yourself For Writing Effective Emails



Email Objective - What's The Next Step Goal

Links To Achieve Objective

Relevant Stories I May Use (Can Be About You or Others)

Things I Can Say To Build Authority

Social Proof / Testimonials

Compelling Facts, Stats, Numbers, Proof

Relevant Value Content I Might Ad

How Can I Create Urgency / Scarcity