

QUESTIONS TO ANSWER BEFORE YOU WRITE A LAUNCH EMAIL

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| TARGET EMAIL DROP DATE <i>The "drop date" is the date you plan to send the emails. For a launch email that is not a teaser, this should be the same as your launch date.</i> | |
| NUMBER OF LISTS TO SEND TO | |
| NUMBER OF EMAILS IN EACH LIST | |
| PLAN TO A/B TEST? <i>You may wish to test your subject line, email copy or landing page.</i> | |
| DOUBLE OPT-IN USED FOR LIST? | |
| DELIVERY TOOL <i>This could be MailChimp, Constant Contact, Express Pigeon, etc.</i> | |

WHO IS YOUR TARGET AUDIENCE?

Your email list will not be comprised entirely of people well-suited to become your paying customers; some may have signed up out of curiosity, and others may have signed up because they thought your solution would be something it is not (i.e., inexpensive, instant, miracle cure). That's why you don't want to write copy for 100% of your list.

Instead, narrow your target audience down to the "Most Likely to Convert" 20 to 35% of your list.

Complete this section with that target audience in mind. You can use it as the basis for a customer persona, if you don't already have one; the better researched this info is, the better it will help you write a high-converting launch email.

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| Business or individual/family? | |
| Male or female (primarily)? | |
| Aged 30 and over, or aged 30 and under? | |
| Key decision maker (self vs spouse/boss): | |
| Average annual income for decision-maker: | |
| Average amount they spend annually on solutions like yours: | |
| Buying for self or as gift: | |
| 5 websites they currently buy similar solutions on: | 1. 2. 3. 4. 5. |

Deeper insights into your TARGET CUSTOMERS:

If you already have a persona, you might want to pull this information from that source.

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| What motivates them? <i>Examples: Keeping up with the Jones's. Setting trends. Impressing their dad. Keeping their spouse happy.</i> | |
| Why might they try to use your solution? | |
| What compelled them to sign up for info about your solution? | |
| What key goal does your solution help them accomplish? | |
| What are their attitudes toward acquiring something like your solution offers? | |
| Have they been <i>waiting</i> for your launch | |

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| date? <i>You will know this if people have emailed you to ask for updates on your launch. If they haven't, you shouldn't answer "yes" to this question.</i> | |
| Incentives aside, what 1 thing will <i>excite</i> them about opening this email from you? | |
| What sort of <i>tone</i> do they expect to hear from you? <i>Consider things like funny, casual, friendly, formal. If your brand has a mascot, consider the personality of that mascot – and shape your tone around it.</i> | |

If you know, document the percentage of your list receiving your email in:

- ☐ Gmail _____
- ☐ Hotmail _____
- ☐ Yahoo _____
- ☐ Outlook _____
- ☐ Mac _____
- ☐ Mobile _____
- ☐ Other _____

HOW LIKELY ARE PEOPLE TO OPEN YOUR EMAIL?

Although a fantastic subject line can win over some Lookie-Lous, the best way to get people to open your launch email is to send it to a highly motivated audience. Your entire list will not be motivated. As in the first question, think about the 20 to 35% – the ones who are Most Likely to Convert (and Be Happy That They Became Customers).

(If you are able to segment your list in a meaningful way, that much better!)

| Expectations Set Before Launch | | | |
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| Promise given to users when they signed up to be notified (if any): <i>For example, did you send them a free whitepaper or tell them your emails will be filled with discounts? Did you tell them you'd launch in August... but now it's November?</i> | | | |
| Communications already sent to the list (if any): | | | |
| Open rate and click-thru rate for communications (if any): | | | |
| PR mentions prior to this email: | | | |
| Value Points That <i>May</i> Be Included in This Email's Subject Line | | | |
| Incentive, discount or bonus offered in this email: | | Is this incentive enough to overcome an objection? | |
| Value proposition for product or service: | | Is your value unique and highly desirable? | |
| Game, play or interactive component of service/product: | | Is this likely to excite people? | |
| Length of time (e.g., days, weeks, months) from first beta sign up to this email: | | | |
| Other | | | |
| Judging by the email addresses used, are these emails going to personal or work/daytime accounts? | | | |

WHEN PEOPLE OPEN, WHAT DO YOU WANT THEM TO DO?

One goal is better than many. For best results, narrow your calls to action to *one*.

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| Go to a targeted landing page to buy | |
| Go to a targeted landing page to learn more or use a tool | |
| Go to the home page to buy | |
| Go to the home page to learn more or use a tool | |
| Go to a targeted landing page to do something else (e.g., sign up for a webinar, register for an event) | |
| Forward to a friend | |
| Invite a friend to sign up for your service | |
| Share on a social network | |
| Become an affiliate | |

5 adjectives that describe the tone of your email copy:

- 1.
- 2.
- 3.
- 4.
- 5.

Primary messages to communicate in this email:

| Top Messages to Communicate <i>Include a benefit for any feature described. Include proof for claims made.</i> | Rank <i>Based on interest for recipient, necessity of communication, etc. The rank here should be reflected in the organization of the page (i.e., lower-ranked messages may be positioned below the fold).</i> |
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WHAT ELEMENTS, MESSAGES, ETC. WILL BE INCLUDED ON YOUR EMAIL LANDING PAGE?

LANDING PAGE URL:

POST-LAUNCH, WHAT IS YOUR EMAIL MARKETING STRATEGY?

What emails can people expect from you *going forward*? Consider a reasonable e-newsletter schedule, weekly content marketing efforts, offer emails, account activity updates, site activity updates – and the timing of whichever you choose.

Document briefly here. This information may not impact this email – but, then again, if it's pertinent, it may.