

SOLO EMAIL BLAST - DESIGN WORKSHEET

Please complete this form 1 week prior to send date. Once completed, hit submit button.

NOTE: If you have an older version of Adobe Acrobat, you will need to “Save as Text” and email this form to Maria@machalek.com

Company: _____
Website: _____
Phone: _____
Email: _____

1) **HEADLINE**

The what's in it for them? Your headline and will appear at the top of your email blast.

2) **PRODUCT**

What is the product(s) or service(s) you would like to feature?

3) **SPECIAL OFFER**

What special offers can you promote to drive response? How can people redeem this offer?

4) **KEY BENEFITS**

Name the key benefits of your product. Why is it better than the competition?

5) **COPY**

List any specific copy that you would like included that was not covered in the previous questions. Keep in mind the perfect text to image ratio for an email blast is 70/30. So if you have several images, that will require more text to balance the ratio.

6) **IMAGES**

Do you have any images or a logo that you would like to see on the ad?

Yes. Please email your images to Maria@machalek.com

Please use imagery from my website.

Note: Web images are low resolution so this will likely not work, the images may appear blurry and pixilated

No, I would like art to appear on the ad, but I have nothing appropriate.

7) **LINKS**

What are the URLs you would like to have the email link to? We recommend at least 3.

Examples include links to landing pages, videos, brochures, etc.

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

8) **SUBJECT LINE**

What you like your subject line to be. Subject lines need to be free of spam trigger words like “FREE”, “SPECIAL”, “!”, etc. and kept to under 70 characters.

8) **ADDITIONAL COMMENTS**

Any special color preferences, layout suggestion, etc.