# Email planning template

## Planning your sections

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| **What sections do you need in your email?**  Consider how you would ideally segment your audience if you were sending a targeted email. For example, you might have sections for family events for different age groups, or for genres of book releases. |
| * Section 1: * Section 2: * Section 3: * Section 4: |

## Planning and writing the sections

Complete this table for each section of your email – copy the table if you need extra sections.

### Section 1

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| **What is the aim of the section?**  Consider what action you want the reader to take. It might be to buy a ticket for an event, click through to watch a video or share something on social media. |
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| **What do customers need to know to achieve this aim?**  What information does the reader need before they decide to take the action? |
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| **How will you know if it has been successful?**  This could be about the number of opens, click throughs or tickets purchased. Consider how you will measure the success of your email. |
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| **Section call to action**  Write your call to action before the rest of your copy. Make sure you link this back to the aim you’ve set and use active language. |
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| **Section copy**  Remember to stick to your organisation’s tone of voice. Try to keep your emails quite concise – give as much information as you need to encourage the reader to carry out your desired action. |
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| **Section header**  What headline text will help the reader find the section of the email that’s relevant to them? |
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### Section 2

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| **What is the aim of the section?** |
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| **What do customers need to know to achieve this aim?** |
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| **How will you know if it has been successful?** |
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| **Section call to action** |
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| **Section copy** |
|  |
| **Section header** |
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### Section 3

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| **What is the aim of the section?** |
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| **What do customers need to know to achieve this aim?** |
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| **How will you know if it has been successful?** |
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| **Section call to action** |
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| **Section copy** |
|  |
| **Section header** |
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### Section 4

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| **What is the aim of the section?** |
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| **What do customers need to know to achieve this aim?** |
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| **How will you know if it has been successful?** |
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| **Section call to action** |
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| **Section copy** |
|  |
| **Section header** |
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## Finishing the email

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| **Introduction**  What can you write in the email introduction that will help the reader quickly assess the email content? |
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| **Subject line**  Make your subject line and preheader text different for each email you send and make it specific to what’s contained in the email. Come up with several options and choose the best one, or test out two different versions to see which works best.  [Best practice for subject lines | Mailchimp](https://mailchimp.com/help/best-practices-for-email-subject-lines/)  [How to Write Subject Lines that Get Opened | Whole Whale](https://www.wholewhale.com/tips/subject-lines-that-get-opened/)  [How to Write Effective Email Subject Lines - Email Mastery (deep dive)](https://emailmastery.org/articles/how-to-write-effective-email-subject-lines/) |
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| **Preheader / preview text**  Make sure you use the preview text as it can make a big difference to open rates.  [How to write better preheader text](https://www.campaignmonitor.com/blog/email-marketing/2019/04/improve-email-open-rates-with-preheader-text/) |
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## Reviewing the email content (pre-send check)

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| **Does the email answer the question?**  How likely is it that the audience will recognise and carry out the desired actions? |
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| **Are the sections clearly defined?** |
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If you’d like to go into even more detail when planning your emails, check out this resource from Litmus: [Litmus Resource Center: Email Marketing Brief & Planning Worksheet](https://www.litmus.com/resources/email-brief-planning-worksheet/)