# Email planning template – non-segmentable list

## Planning your sections

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| What sections do you need in your email? Think about how you would ideally segment your audience if you were sending a targeted email. These will become the sections of your email. For example, you might have sections for family events for different age groups, different types of performance or different locations. |
| * Section 1: * Section 2: * Section 3: * [Add more sections as needed] |

## Planning the email

Complete these questions for each section of your email – copy the questions if you need more than 3 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? For this question think about two things:   * What information do they need – is it a link, a discount code or a phone number? * What trust signals do you need to give – how will you assure them that they *want* to carry out the action?   Mostly the action will be quite low commitment, such as watching a video, but, for example, if you’re asking for a donation, you might need to add a bit more detail about how their money is used. |
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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 |
|  |

### 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 |
|  |
| 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.  [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. This is the snippet of text that appears under the subject line in the inbox.  [5 Preheader Text Examples that Will Increase Your Email Open Rates | Email on Acid](https://www.emailonacid.com/blog/article/email-marketing/5-preheader-text-ideas-to-increase-your-email-effectiveness/) |
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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 action for each section? |
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| Are the sections clearly defined? Will it be easy for a reader to find the section they’re interested in reading? |
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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/)