



Email copywriting.

Best practices to write more effective marketing and sales emails

1 Write a strong subject line

- Make it relevant to your recipients
- Clearly state what the email is about
- Put the most important information at the beginning
- Keep it to 7-9 words or around 40 characters

2 Add preview text

This brief preview of your email content appears in the inbox below the subject line.

- Briefly tease what your email is about
- Keep it under 90 characters

3 Keep it conversational and fun

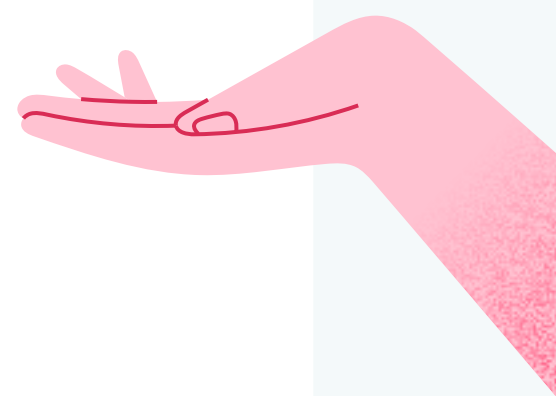
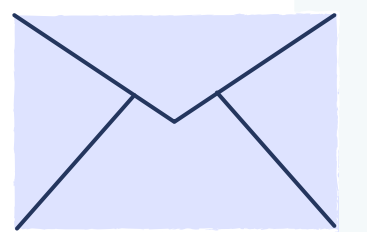
- Write your email like you're talking to a friend, not a lawyer – be friendly and personable
- Use contractions (isn't vs. is not)
- Skip industry jargon and technical terms

4 Be concise

- Write it in 100-150 words or less
- Use short sentences with only one idea per sentence
- Use short paragraphs that appear across 2-3 lines max
- Use bullet or numbered lists to skip full sentences

5 Simplify your message

- Include essential information only: what, where, when, and why (they should care)
- Use the simplest language (use vs. utilize)
- Use as few words as possible (consider vs. you might consider)
- Avoid gimmicks and fluff – get to the point quickly



6 Make it easy to skim

Break up the text with:

- Bullet or numbered lists
- Short paragraphs (1-2 sentences each)
- Visuals: images, GIFs, videos, charts/graphs
- Pull quotes/callout boxes
- Bold font

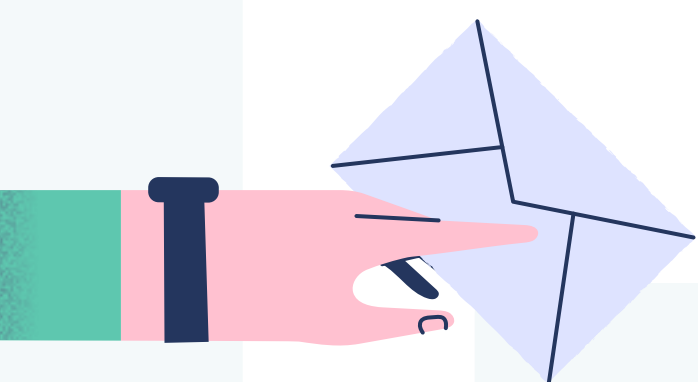


7 Include one call to action (CTA)

- Clearly prompt recipients to take a single, simple action (“hit reply”, “click to register”, “download an eBook”)
- Avoid multiple calls to action – too many can confuse people

8 Test and iterate

- Perform A/B testing with different subject lines and CTAs, if your tool permits
- Regularly review email metrics to learn what works and what doesn’t
- Continually adjust your marketing emails and sequences based on the data



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