

Tip #1 – Create a Master Template



Logo

2-3 Colors

2 Font Styles
22-24 pt. for Headline Text
12-16 pt. for Body Text

Call to Action

Contact Information

Social Media

Constant Contact

Tip #2 – Make it Mobile



Tip#3 – Compelling Subject Line

(5-8 words, not all caps or excessive punctuation – 47% recipients open based on the subject line)

The prime real estate should be dedicated to your primary message and call to action ...and remember – less is more.