

# 1-TO-1 RULE CHECKLIST

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## One goal. One job per element. One-to-one tone and style.

Does your email include only 1 goal?

Does your From line focus on getting people to look at your subject line?

Does your subject line focus on getting people to open?

Does your hook focus on getting people to read your body copy?

Does your body copy focus on getting people to desire your offering?

Does your CTA focus on getting people to click?

Does your CTA also connect directly with the single goal?

Does your email read as if it was written to 1 person?

