


Designing Your Email Template Checklist

A Beginner-Friendly Checklist for Creating Clean, Click-Worthy Email Templates

Your email template does **not** need to be fancy to work well. In fact, simple usually performs better. The goal is to create emails that look clean, feel on-brand, and are easy to read on both desktop and mobile.

Use this checklist to build an email template that looks polished, professional, and beginner-friendly. 

1. Choose a Simple, Mobile-Friendly Layout

Start with a clean layout that is easy to read on a phone.

◆ A **single-column layout** is usually the safest choice because it keeps everything neat and easy to scroll.

◆ Most email platforms already offer beginner-friendly templates you can customize.

Examples: - MailerLite - ConvertKit - Mailchimp - GetResponse

💡 **Beginner tip:** If your email looks good on mobile, you're already ahead of the game because many people check email from their phones first.

2. Use Your Brand Colors Without Overdoing It

Your colors help people recognize your brand, but too many colors can make an email feel messy.

✓ Use your main brand color for buttons, links, or headers

✓ Use a second color for accents if needed

✓ Keep your background and text easy to read

Example:

If your brand colors are blue and white, you might use: - Blue for buttons - Light gray or white for the background - Black or dark gray for body text

💡 **Think clean, not crowded.**

✓ 3. Add Your Logo in the Right Spot

Your logo helps make your email feel more professional and recognizable.

- ✓ Place it near the top of the email
- ✓ Keep it clear and not too large
- ✓ Link it to your website or homepage
- ✓ Use a compressed image so it loads faster

Example:

A centered logo at the top of your weekly newsletter can instantly make your email look more polished.

💡 If your logo looks blurry, resize it before uploading.

✓ 4. Use Easy-to-Read Fonts and Text Sizes

The easier your email is to read, the better.

- ✓ Stick with simple fonts like: - Arial - Helvetica - Georgia - Verdana
- ✓ Recommended text sizes: - **Headings:** 20–24px - **Body text:** 14–16px
- ✓ Add enough spacing between lines so your email doesn't feel cramped
- ⊘ Avoid hard-to-read cursive or decorative fonts in the main body text.

Example:

A bold heading with short paragraphs underneath usually looks much better than one giant block of text.

✓ 5. Use Images and Visuals Carefully

Images can make your emails more engaging, but too many can slow things down.

- ✓ Use visuals only when they support your message
- ✓ Compress large images before uploading
- ✓ Add ALT text in case the image does not load
- ✓ Use simple icons or light GIFs sparingly

Example:

If you're promoting a free checklist, adding a small mockup image of the checklist can help the offer stand out.

💡 **Less is often more.** One strong visual is usually better than five random ones.

✓ 6. Create One Clear Call-to-Action

Every email should have a main next step.

That next step is your **call-to-action** (CTA).

- ✓ Use a button or highlighted link
- ✓ Make the wording clear and action-based
- ✓ Keep the CTA easy to spot
- ✓ Focus on **one main CTA** per email when possible

CTA examples: - 📄 Download Now - 🛒 Shop the Sale - 📖 Read the Guide - 🎁 Grab Your Freebie - ✓ Get Started

💡 **Ask yourself:** “What is the one thing I want the reader to do next?”

✓ 7. Keep the Layout Clean With Good Spacing

Spacing makes a huge difference in how professional your email feels.

- ✓ Break up sections with headings
- ✓ Leave space between paragraphs
- ✓ Keep text and images aligned neatly
- ✓ Avoid cramming too much into one email

Example:

Instead of putting everything in one long paragraph, break it into: - a short intro - one main message - one call-to-action - a simple sign-off

✨ Clean spacing makes your email feel easier and more enjoyable to read.

✓ 8. Add Your Unsubscribe Link and Contact Info

This part is important for both trust and compliance.

- ✓ Include an unsubscribe link at the bottom
- ✓ Add your business contact info or mailing address
- ✓ Make it easy for readers to know who the email is from

Why this matters:

It helps you stay compliant with email rules like CAN-SPAM, and it also makes your business look more trustworthy.

💡 People are more likely to stay on your list when your emails feel professional and transparent.

✓ 9. Test Everything Before You Send

Always send yourself a test email first.

- ✓ Check it on your phone
- ✓ Check it on desktop
- ✓ Click every link
- ✓ Make sure images load properly
- ✓ Look for weird spacing or formatting issues

Example:

A button that looks perfect in your editor might look off-center in Gmail or Outlook, so testing helps you catch problems early.

🔍 A quick test can save you from sending out a broken email.

✓ 10. Save It as a Reusable Template

Once you create a template you like, save it so you can reuse it again and again.

- ✓ Give it a simple name
- ✓ Use it for future newsletters or promos
- ✓ Make small tweaks instead of starting over each time

Example template names: - Weekly Newsletter Template - Promo Email Template - Freebie Delivery Template - Product Launch Template

💡 Reusing a solid template saves time and keeps your branding consistent.

Final Thoughts

A great email template is not about being flashy. It is about being **clear, readable, and consistent**.

When in doubt, keep it simple:

- ✓ Easy to read
- ✓ Mobile-friendly
- ✓ Clean design
- ✓ One clear action step
- ✓ On-brand but not overdesigned

The more polished your email looks, the more confidence your readers will have in what you're sending.

Quick Email Template Success Checklist

- ✓ Use a mobile-friendly layout
 - ✓ Stick with simple brand colors
 - ✓ Add your logo at the top
 - ✓ Choose readable fonts and text sizes
 - ✓ Use visuals thoughtfully
 - ✓ Include one strong CTA
 - ✓ Keep spacing clean and organized
 - ✓ Add unsubscribe and contact info
 - ✓ Test before sending
 - ✓ Save your design as a reusable template
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Example of a Simple Beginner Email Structure

Header: Logo

Headline: Your Free Guide Is Ready 📁

Body: Short message explaining what they're getting

CTA Button: Download Now

Footer: Contact info + unsubscribe link

That's it — simple, clean, and effective. ✨