

Email Quality Assurance Checklist

The Business Writing Center
www.businesswriting.com

	The Subject Line Will Have an Impact on the Reader
	You Know What You Want from the Reader
	You Have the Right Content to Get What You Want
	You Have the Right Amount of Content to Get What You Want
	The Reader Knows What the Email Is About at the Outset
	The Reader Knows What to Do with the Contents of the Email
	Actions and Critical Information Are Prominent
	The Email Is Clearly Formatted Like a Blueprint
	Sections Are Clearly Identified and Introduced
	Sentences Are Clear and Easy to Understand
	Paragraphs Break the Content into Information Packages
	Lists Are Displayed and Presented Clearly
	Key Words Appear Consistently
	The Vocabulary Is Easy for these Readers to Understand
	The Email Ends with Critical Information, Actions, and Contact Information
	The Email Contains Feedback Loops for Critical Information and Actions