

Lift Internal | Revitalizing B2E Communication

Email Review Checklist

LiftInternal.com





Use this checklist as you're writing a message to all (or most) employees (Section 1) and just before you hit Send (Sections 1 & 2).

Section 1

<input type="radio"/>	Does the message start with the impact or required action ?
<input type="radio"/>	Does the message stay focused on must-have info ?
<input type="radio"/>	Is any required action easy to see and understand?
<input type="radio"/>	Has contact info for questions and feedback been included?
<input type="radio"/>	Is the message as brief as it can be?
<input type="radio"/>	Are there sub-headings to break up large amounts of text?
<input type="radio"/>	Is the Flesch-Kincaid Reading Ease 60 or higher?
<input type="radio"/>	Are there graphics or images to help convey the message and improve visual appeal?

Section 2

<input type="radio"/>	Is it coming from the most appropriate mailbox ?
<input type="radio"/>	Have you proofread it?
<input type="radio"/>	Is there an effective subject line ?
<input type="radio"/>	Have any attachments and links been tested?
<input type="radio"/>	Is it going to correct distribution list ?
<input type="radio"/>	Has an automatic reminder been set, if applicable?
<input type="radio"/>	Does it need to be marked confidential or have forwarding disabled ?