

The Email Content Cluster Cheatsheet

From: _____

Reply: _____

1 Subject: _____ (4-7 words)

2 Preheader: _____ (6-11 words)

LOGO



3
Headline: _____

(What are you offering?)

4
Message body: _____

(How will it help the reader?)

5
Call-to-action

(What should they do next?)

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