

Click-Through Checklist

- ❑ **Catchy Title**
- ❑ **Intro story**
- ❑ **Picture with
hyperlink(above the fold)**
- ❑ **Finish Story**
- ❑ **Call to Action (Hyperlink)**
- ❑ **Sign It**
- ❑ **Add a PS to the bottom**
- ❑ **Unsubscribe Link***

