

**STOP
WRITING
EMAILS
LIKE THIS**



SOUND FAMILIAR?

The subject line of an email piques your interest. Something about it prompts you to open it. The content does not deliver. The headline was just clickbait. Isn't that a shame?



1

TRUST

Trust takes time. Once you lose trust with a consumer, it is hard to regain.



2

DELIVERY

Be sure you deliver on your promises.



3

CLICKBAIT

Clickbait may yield high open rates.
Is it worth it if your customer loses trust?





**BUILD TRUST
OVER TIME WITH
INTEGRITY.**

WAS THIS HELPFUL?

Share with a friend who needs it!

