

1. Grab attention

- Formatting:** Does the most important information stand out? (Use the f-pattern, bolding, headers, and colors to emphasize key information)
- Relevance:** Is the information shared necessary and clearly valuable to the reader?
- Appropriate time:** Is the message sent when the recipient is likely to take action?
- Tone:** Does the tone fit the message? Does the message feel personal and positive? Is it blaming the reader?

2. Connect with your audience

- Trust:** Is the message building a one-on-one relationship? Does the sender sound like they have the reader's best interest in mind?
- Authenticity:** Is the message striking an authentic tone? Do the communication and sender seem credible?
- Social identity:** Are relevant social identities highlighted and being leveraged?

3. Make it easy

- Ease of processing:** Is the key message easy to understand? Is there any unnecessary technical language?
- Insert graphics:** Can you replace text with a simple infographic?
- Reduce hassles:** Have you made it easy to take action immediately? Are next steps salient and easy to understand?
- Help:** Have you offered useful help in completing the necessary steps or tasks?
- Endow progress:** Are easy tasks upfront? Have readers already completed any tasks?

4. Inspire action

- Salience:** Have you emphasized the benefits of responding or the consequences of not responding?
- Social norms:** Is there a popular norm people can follow?
- Checklist:** Are next steps summarized succinctly? Are tasks longer than minutes?
- Planning and commitment:** Have you prompted people to schedule time to complete complex tasks? Can you get them to commit upfront?
- Deadline:** Is there a clear, close deadline? If not, remember to send a reminder closer to the deadline that makes the deadline salient.