# The Email Experience Index

BLANK WORKSHEET **Brand:** _____ **Date:** _____ **By:** _____

One score from zero to one hundred that brings together your results from all twelve models, so you can see progress and choose where to work next.

**WHAT IT IS**
A scorecard. Each of the twelve models gets a score out of 100 from its own worksheet. The average is your Email Experience Index.

**HOW TO USE IT**
1. Complete the models you can. 2. Score each from zero to 100 using the guide. 3. Average the scores. 4. Mark the weakest three. 5. Record the date and repeat each quarter.

**READING THE SCORE**
Under 40: build the foundation. 40 to 60: you have the basics, so design the experience. 60 to 80: tune and test. Over 80: protect what works and keep learning.

## How to score a model from zero to 100

| 0 TO 25 | 26 TO 50 | 51 TO 75 | 76 TO 100 |
|---|---|---|---|
| Not started, or most checks fail. | Started. Many gaps. | Mostly in place. A few gaps. | In place, reviewed and improving. |

Use your own evidence: the share of Yes answers on a checklist, the share of fail points fixed, the share of messages with an owner. Write down how you scored so you can score it the same way next time.

# The scorecard

Score each model out of 100. Leave a row blank if you have not done that model yet, and average only the rows you completed.

| MODEL | WHAT THE SCORE MEASURES | SCORE (0 TO 100) | TREND | WEAKEST FINDING |
|---|---|---|---|---|
| **The Inbox Trust Ladder** | Which rung are we on? | | | |
| **The Second Purchase Map** | How big is the second order gap? | | | |
| **The Inbox Blueprint** | How many fail points are fixed? | | | |
| **The Mood Line** | How many valleys are repaired? | | | |
| **The Touchpoint Inventory** | Does every message have a job and an owner? | | | |
| **The Message Check** | Average pre-send score out of 100 | | | |
| **The Moments of Truth Calendar** | Are key moments prepared on time? | | | |
| **The Recovery Playbook** | Are the kits written and tested? | | | |
| **The Routine Segments** | Does every segment pass the four tests? | | | |
| **The Reply Loop** | Are replies answered and themed? | | | |
| **The Revenue Ceiling Worksheet** | Is the gap measured and ranked? | | | |
| **The Lab Routine** | Are tests run and logged? | | | |

# Index history

Record the index each quarter. The direction matters more than any one score.

| DATE | INDEX | BIGGEST GAIN | BIGGEST DROP | FOCUS FOR THE NEXT QUARTER |
|---|---|---|---|---|
| | | | | |
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| | | | | |
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# Action plan and review rhythm

Turn what you found into a short list. Fix the highest impact items first, and give every item an owner and a date.

| # | ACTION | LINKED FINDING | EFFORT | IMPACT | OWNER | DUE |
|---|---|---|---|---|---|---|
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |

## Review rhythm

**QUARTERLY**
Re-score every model and record the index.

**WHEN IT MOVES LESS THAN 3 POINTS**
Change the plan. The current moves are not working.

**YEARLY**
Review all twelve scoring guides and update them.

**Next: pick your three lowest scores, work through their action plans, then score again next quarter.**