The Message Check

SAMPLE DATA, NOT REAL RESULTS **Sample brand:** Sample Co., a small-batch home goods shop

A ten-point check to run before you send, and to score any message you already send. It catches the small things that quietly cost replies, clicks and trust.

WHAT IT IS
A short checklist for one message. Score it Yes, Partly or No on ten checks, and fix the lowest first.

HOW TO USE IT
1. Pick one message. 2. Open it on a phone. 3. Answer each check from what you see, not what you meant. 4. Write the top fix. 5. Log the score on page 3.

WHEN TO RUN IT
Before any new campaign, when a flow has been live more than six months, and whenever a message gets complaints or silence.

How to score

YES	PARTLY	NO
Clearly true. Count 1 point.	True in part, or only for some readers. Count half a point.	Not true, or you are not sure. Count zero.

9 TO 10	7 TO 8.5	5 TO 6.5	UNDER 5
Ready to send.	Send after the top fix.	Rewrite before sending.	Start again from the job of the message.

The ten checks

SAMPLE DATA

Score one message. Sample data is for a cart reminder email.

CHECK	QUESTION TO ASK	RESULT	NOTE
Clear purpose	Can you state the one job of this message in a sentence?	■□□ Y P N	One job: bring them back to the cart.
Right person	Does the audience match the message, with no one left out who should be included?	■□□ Y P N	
Right moment	Does the timing match when the customer wants this?	□■□ Y P N	Arrives 2 hours after the cart is left. Test 4 hours.
Plain subject	Is the subject honest, short and clear on a phone?	■□□ Y P N	
One action	Is there one main button or link, and is it obvious?	■□□ Y P N	
Mobile reading	Is it easy to read and tap on a phone without zooming?	□■□ Y P N	Button is small.
Accessible	Does it have real text, alt text on images and enough contrast?	□□■ Y P N	Offer is only inside an image.
Honest tone	Does it sound like a person, with no false urgency?	■□□ Y P N	
Works with images off	Does the message still make sense if images do not load?	□□■ Y P N	Nothing shows with images off.
Exit and reply path	Is unsubscribe easy to find, and can a customer reply to a real inbox?	□■□ Y P N	Reply-to is an unmonitored address.

Message score log

SAMPLE DATA

Record each message you check. Over time this shows which messages need the most care.

MESSAGE	DATE CHECKED	SCORE OUT OF 10	TOP FIX	FIXED ON
Cart reminder	Sample: Week 1	6.5	Move offer into live text	Sample: Week 2
Welcome email 1	Sample: Week 1	8	Add a reply invitation	Sample: Week 1
Shipping update	Sample: Week 3	9	None	Not needed
Review request	Sample: Week 3	5.5	One question, one tap	Sample: Week 4

Action plan and review rhythm

SAMPLE DATA

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	Rebuild the offer in live text with alt text	Check 7 and 9	Low	High	Email manager	Week 1
2	Set a monitored reply-to address	Check 10	Low	Medium	Support lead	Week 1
3	Test a 4 hour send delay	Check 3	Low	Medium	Email manager	Month 1
4						

Review rhythm

BEFORE EVERY SEND
Run the ten checks. It takes about five minutes.

MONTHLY
Check your five most important flow messages.

AFTER A COMPLAINT
Check the message that drew it, then the ones around it.

Next: the Touchpoint Inventory shows which messages to check first.