

## PR Email Quality Checklist

1. Catchy Subject Line
  - Is the subject line short, clear, and attention-grabbing?
2. Personalized Greeting
  - Have you addressed the journalist by name?
3. Clear Opening
  - Does the email start with a quick summary of what you're pitching?
4. Relevant Information
  - Have you included only the key details that are important for the journalist?
5. Audience Connection
  - Does the email explain why the story is relevant to the journalist's audience?
6. Engaging Tone
  - Is the tone friendly and respectful, without sounding pushy?
7. Call to Action
  - Have you clearly stated what you want the journalist to do next (e.g., reply, schedule an interview, visit a link)?
8. Contact Information
  - Did you include your name, phone number, and email for easy follow-up?
9. Brevity
  - Is the email short and easy to read (no long paragraphs)?
10. Proofread
  - Have you checked for spelling, grammar, and formatting errors?

Use this checklist before sending your PR email to make sure it's professional and effective!