

Write enough, but not too much. Try to keep messages between 50-125 words.

Use shorter sentences with simpler words. A 3rd grade reading level works best.

Include 1-3 questions in your email.

Take a stand!  
Opinionated messages see higher response rates than objective ones.

Make sure you include a subject line! Aim for 3-4 words.

Use a slightly positive or slightly negative tone.  
Both outperform a completely neutral tone.

# TOP 6 Best practices for making your emails more likely to get a response



