



# SINGLE ACTION EMAIL TEMPLATE

*From:* Entity or person the audience knows

*Subject:* 6(ish) words including action

Dear person,

This is where the action goes. No one reads the rest of this paragraph. Too direct? Ask the action as a question. Reinforce the [action](#) by **date**.

**Do the action**

Here are some details. No one reads this.

- Read first word, but read nothing else.
- Also this one, but read nothing else.
- Less likely this one, but read nothing else.
- Force them to **read by bolding**.

Last chance to get their attention.

Sign with your niceties,  
Your name

PS. Reinforce or complement [this action](#).

*Mailed It!*

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