

Love Your List<sup>™</sup><sub>2.0</sub>

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# Staying out of the Promotions & Spam Folder Cheatsheet

## Bonus

# Staying out of the Promotions + Spam Folders

## Step 1: The Prep

- Use a **"branded" from email address** like *kate@katedoster.com* vs *katedosterblog@gmail.com*.  
*To set up a branded/domain email use [G-Suite by Google](#).*
- Set up your [DomainKeys Identified Mail \(DKIM\)](#)
- Pick an email service provider with a good reputation** like [Active Campaign](#). *Skip Mailchimp since maybe spammers use it's free service*
- Don't use "noreply@yoursite.com" for the send address**
- For the "Sent by" name choice your name + your company/blog name if it's different**
- If you have an older list - **delete subscribers who haven't opened your stuff in 3-6 months.**

## Step 2: In Your Welcome/Freebie Emails

- Ask subscribers to **reply back** with a simple "Yes!" "Hell Ya" or "Let's do this"
- Tell them to **drag your email to the primary folder**
- Ask them to add you to their contact list**
- Avoid words like Free, Cash, Prize, Winner, extra inches, Dear [name]" "Why pay more?"**
- Don't use all caps or !!!!!!!! in your subject lines**

## Step 3: In Your Emails

- Skip the fancy templates** - a simple banner or a picture of you is okay
- Limit the number of links with different URLs** to 1-2 in your emails (*this means ditch social share buttons*).
- You can link to the same URL 2-5 times** depending on the length of your email
- Limit the number of photos to 1-2 per email and keep them smaller...remember places like Target and Dunkin Donuts jam pack their emails with photos.**

## Bonus Tip:

**Writing useful, entertaining, relevant emails and send them around the same time every week.**  
People will message you if they don't get their Tuesday Newsletter. Trust me.