

Subject line: Keep it under 50 characters (this one is 35), and take advantage of the preheader to further entice opens.

Branding: Include your logo and use your brand or website colors to keep a consistent look. Stick to 4 colors or less.

Social icons: Add links to your social media pages to make it easy for your contacts to stay connected with you.

From: Half Moon Yoga Studio <marsha@halfmoonyoga.com>
Reply: marsha@halfmoonyoga.com
Subject: **Add yoga to your summer to-do list!**
Preheader: **Summer class schedules are here**

Half Moon
YOGA STUDIO



Summer Classes Start Soon!

Summer is only a few weeks away and we've got even more new classes and top-notch instructors to help lead you on your journey to health and wellness. From beginner classes to full body sculpting, come join us in the studio for the class that's right for you!

Sign up today

Want a sneak preview of what we have in store for you this season? Check out these [behind-the-scenes videos](#) with our instructors created just for you!

Stay connected



Content: Less is more. Keep your email concise by focusing on relevant content and using a clear call-to-action.

Images: Use photos to support your content, but keep it to 3 or fewer images.

Text: Use emphasis (bold, italic, or underlined text) sparingly and avoid using multiple fonts.

Links: Limit the number of links and make them stand out to get more clicks.