

Inbox Rescue Quick Reference Card

Welcome to Your Inbox Rescue Quick Reference Card!

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If you've ever hit "send" and felt that little flutter of panic — *Will anyone even see this?* — you're not alone.

This card is your fast, friendly guide to making sure your emails actually land where they belong: **inside inboxes, not in the spam abyss.**

No tech overwhelm. No guessing games. Just smart, simple moves you can start using today to build trust, boost deliverability, and connect with your readers like the brilliant human you are.

Let's light up some inboxes together.

Your Mission: Get your emails seen, read, and loved.

1. Understand Spam Filters

- Think of them as bouncers, not bullies.
- They're scanning for sketchy behavior (not punishing you personally).

2. Authenticate Your Emails

- **SPF:** Permission slip. Authorizes your sending domain.
- **DKIM:** Fancy digital signature. Proves you sent it.
- **DMARC:** Bouncer enforcing your rules. Stops impersonators.

3. Write Like a Human

- Warm, helpful, real > Hype, shouting, fake urgency.
- Avoid spam-trigger words: "guarantee," "free," "act now," "make money," etc.

4. Spring Clean Your List

- Remove inactive subscribers every 2–3 months.
- Keep only engaged, happy readers.

5. Mind Your Content

- Personalize beyond "Hey [Name]."
- Use clean formatting. Limit images (1–2 max).
- 1–2 links per email = ideal.

6. Watch Your Metrics

- **Open Rates:** 20–40% = healthy.
- **Click Rates:** 2–5% = strong.
- **Unsubscribes:** < 0.5% = golden.

7. Stay Consistent, Not Pushy

- Email regularly (weekly or bi-weekly is great).
- Show up like a trusted friend, not a billboard.

8. Pro Tools to Help You

- **GlockApps**: Deliverability test.
- **MailGenius**: Spam filter preview.
- **Spam Check by Sales Nash**: Chrome extension for word check.

Bonus Pep Talk:

Every email you send is a handshake, not a sales pitch.

Be human. Be kind. Be helpful.

And your readers will *want* you in their inbox.

Final Word:

Your words can change someone's day—or even their life.

Keep showing up, keep serving with heart.

You're not just sending emails—you're building real connections, one message at a time.

Trust your voice. Trust your mission.

Every email is a handshake, a spark, a bridge.

The inbox is yours for the taking—*go claim it*.