

Deliverability Troubleshooting Flowchart

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Ever feel like your emails are vanishing into a black hole? One minute your subscribers are opening everything, and the next... silence. It's not magic, it's deliverability—and the good news is, it's completely fixable.

That's why I built this **Deliverability Troubleshooting Flowchart** for you. Think of it as your "email ER"—a simple, step-by-step system that shows you exactly where things are breaking down and how to fix them fast.

No tech degree required, just a willingness to check each step and apply the fixes.

This isn't about guessing. It's about taking control. With this checklist, you'll spot problems before they snowball, and keep your emails landing where they belong: your subscribers' inbox.

How to Use This Flowchart

1. **Print or save it** → Keep it on hand for every campaign review.
2. **Work top to bottom** → Don't skip ahead. Each step builds on the previous.
3. **Fix as you go** → If you hit a "No," pause and fix it before moving forward.
4. **Test frequently** → Send small batches to test inbox placement before full campaigns.
5. **Make it routine** → Run this flow every 3–6 months as a "deliverability health check."

S t e p	Check Area	Question to Ask	If Yes → Next Step	If No → Fix This First	Tools/Resources
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1	Content & Subject Lines	Are you avoiding spam trigger words (e.g., “guaranteed,” “get rich,” “100% free”)?	Go to Step 2	Rewrite subject lines in natural, conversational tone. Limit CAPS, exclamation marks, and link overload.	SpamAssassin / CoSchedule Headline Analyzer
2	List Hygiene	Have you cleaned inactive subscribers in the last 90–180 days?	Go to Step 3	Run a re-engagement campaign. Remove non-responders. Delete role accounts (info@, sales@).	NeverBounce, ZeroBounce
3	Sending Volume	Did you suddenly increase email volume (big launch or promo blast)?	Go to Step 4	Segment and “warm up” the list. Start with smaller batches, then scale gradually.	Use autoresponder’s send-throttling settings
4	Authentication	Is your domain authenticated with SPF, DKIM, and DMARC?	Go to Step 5	Configure authentication in your DNS. Verify setup with testing tools.	MxToolbox, Google Postmaster
5	Sender Reputation	Is your sending domain or IP address blacklisted?	Go to Step 6	Identify blacklists and request removal. Improve sending habits: fewer bounces, cleaner list.	Blacklist Check
6	Inbox Placement	Are emails landing in subscribers’ Inbox (not Spam/Promotions)?	 Success → Keep monitoring quarterly	- Spam: Improve subject/content, clean list, warm IP. - Promotions: Balance text-to-link ratio, limit images, personalize.	

Final Tip

Here’s the truth: every business hits deliverability bumps at some point. What sets the pros apart is they don’t panic—they troubleshoot. And now you can too.

So don’t wait for your next launch to wonder if your emails will make it through. Use this flowchart today, tick through the steps, and give

yourself the peace of mind that your messages are being seen, opened, and acted on.

Head to your **members' area now** and grab the **printable flowchart**. Pin it by your desk, run through it quarterly, and treat it like your email insurance policy.

Remember—every clean send, every inbox delivery, every engaged subscriber is a **win you've earned**. Keep going. You've got this.

Every inbox delivery is a step toward trust—and trust builds businesses.

Treat your list like a garden: nurture it, clean it, and watch it grow.