

Inbox Rescue Quick Reference Card

Your fast, friendly guide to staying out of the spam folder and inside your readers' inboxes.

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If you've ever hit **"send"** and then felt that twinge of panic—*Will this even land in their inbox? Or did I just write the world's best email that no one will ever see?*—you're not alone.

Most bloggers, creators, and business owners have been there. The truth is, email deliverability isn't about tricking the system. It's about building habits that make inbox providers (and your readers) trust you.

This isn't a tech manual. It's a **human-friendly cheat sheet**. No overwhelm. No jargon overload. Just simple steps to get your words where they belong: in front of real people who actually want to read them.

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

1. Understand Spam Filters

Think of them as bouncers at a club. Their job isn't to ruin your night—it's to keep the troublemakers out.

- Spam filters scan for suspicious behavior: too many capital letters, misleading subject lines, a wall of links, or sketchy domains.
- They're not out to get you personally. If your emails look and feel like something a human would send to a friend, you're already ahead of the game.

Example:

❌ "WIN BIG \$\$\$ CLICK NOW!!!" → Screams spam.

✅ "3 smart ways to save time this week (I use #2 daily)" → Friendly and believable.

Pro Tip: Before sending, ask yourself: *Would I open this if it came from a friend?*

2. Authenticate Your Emails

This is like showing ID at the door. You're proving you are who you say you are.

- **SPF (Sender Policy Framework):** Think of it as your permission slip. It tells inboxes which servers are allowed to send emails on your behalf.
- **DKIM (DomainKeys Identified Mail):** Your digital signature. It's like handwriting proof that says, "*Yup, this email really came from me.*"
- **DMARC (Domain-based Message Authentication, Reporting, and Conformance):** The head bouncer. It enforces your rules, blocks impersonators, and prevents shady folks from spoofing your domain.

Pro Tip: Don't stress if this sounds technical. Most platforms (ConvertKit, MailerLite, ActiveCampaign) walk you through setup in minutes. Do it once, and you'll be covered.

3. Write Like a Human

This is where most people slip. If your emails sound like they were written by a robot—or worse, a pushy marketer—your readers (and filters) will tune out.

- Be conversational. Write like you're talking to one friend.
- Avoid spam-trigger words like: *guarantee, free, make money, earn, risk-free, act now.*
- Skip all-caps, over-hyping, or fake urgency.

Example:

✗ “HURRY—FREE SOLUTION GUARANTEED!!!”

✓ “Here’s a little guide I made to help you simplify your mornings.”

Pro Tip: If it feels cringey to say out loud, don’t write it.

4. Spring Clean Your List

A messy list is like carrying dead weight. Inactive subscribers don’t just sit quietly—they drag your deliverability down.

- Every 2–3 months, clean out inactive subscribers (those who never open or click).
- Focus on your **engaged audience**—the people who want to hear from you.

Example:

It’s better to have 300 people eagerly opening your emails than 3,000 ghosts making your numbers look bad.

Pro Tip: Run a “win-back” campaign before removing. Send a simple email like: “*Still want to hear from me? Click here to stay.*” Those who don’t respond can go.

5. Mind Your Content

Content is king, but formatting is queen—and she controls the inbox.

- Personalize beyond “Hey [Name].” Mention context, stories, or situations that feel human.
- Keep formatting clean: avoid too many images, flashing GIFs, or heavy graphics.

- Limit images: 1–2 max.
- Limit links: 1–2 is ideal. More can look spammy.

Example:

An email with a simple story + one helpful link will outperform a design-heavy newsletter packed with 10 links.

Pro Tip: Pretend you're writing an email to a colleague. That's the level of formatting and tone inboxes love.

6. Watch Your Metrics

Numbers don't lie—they show you where you're winning and where you need tweaks.

- **Open Rates:** 20–40% = healthy. Under 15%? You may have a deliverability issue.
- **Click Rates:** 2–5% = strong. Lower than 1%? Your CTAs may be too weak or buried.
- **Unsubscribes:** Under 0.5% = golden. If it spikes, reassess your tone, frequency, or targeting.

Pro Tip: Don't obsess over every send. Track your averages over a month to see real trends.

7. Stay Consistent, Not Pushy

Inbox providers love consistency—and so do your readers.

- Email weekly or bi-weekly. Ghosting your list for months and then showing up every day feels spammy.
- Think of yourself as a friend showing up regularly with value, not a stranger yelling for attention.

Example:

- ✗ Only emailing when you have something to sell.
- ✓ Showing up weekly with a quick story, tip, or resource—even when you're not selling anything.

Pro Tip: Consistency builds trust. And trust = higher opens, clicks, and deliverability.

8. Pro Tools to Help You

Think of these like practice runs before the big show.

- **GlockApps:** Test inbox placement before sending.
- **MailGenius:** Check your content against spam filters.
- **Spam Check (Sales Nash):** Chrome extension that highlights risky words.

Pro Tip: Use these sparingly. Don't get paralyzed by "perfect scores." They're just tools—not the final judge.

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. But only if they land in the inbox.

So keep showing up. Keep serving with heart. You're not just sending words—you're building relationships.

Trust your voice. Trust your mission.

Because every email is a spark, a bridge, a connection.

The inbox is yours—go claim it.