



# Email Course Best Practices

*This is an extra resource to go along with the original article:*

*[How to Create an Email Course that Rocks](#)*

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*Here's a list of key takeaways to keep in mind when you're creating your winning email course.*

**Craft an email course based on demand and your expertise.**

Answer a question that you are asked all the time in the form of an email course.

**Create a landing page.**

Your landing page will highlight the benefits of your email course and set expectations for content and delivery.

**Always follow up with a "Welcome" email.**

Confirm the subscription to your email course and take this opportunity to explain when you'll send your lessons, and what each lesson will entail.

**Keep your emails short and sweet.**

Your email course should be seven (7) emails or less. Each lesson should be under 1,000 words.

**Make your lessons actionable.**

Give your subscriber a small win. Make sure that your lessons have an actionable component to them and are not just stuck in theory mode.

**Always end with a strong call to action.**

The end of your course should drive the subscriber back to your website in some way, whether that's to purchase your product, set up a consultation, read your "best of" content, or join your community.