

Website

NUMBER 1

Don't:

Assume people have _____
_____ before.

NOTES

Do:

Make your _____ attractive to
both new and existing champions

NUMBER 2

Don't:

_____ your visitors.

NOTES

Do:

Align your _____ and
message with your champion.

NUMBER 3

Don't:

_____ your _____ visitors.

NOTES

Do:

Design for a mobile _____.



NUMBER 4

Don't:

_____ your ask.

NOTES

Do:

Lead with your _____.

NUMBER 5

Don't:

Make it difficult to _____.

NOTES

Do:

Test your _____

Before your campaign begins.

BONUS

Don't:

Make it only about _____.

NOTES

Do:

Provide other _____ related

ways for people to engage.

Email

NUMBER 6

NOTES

Don't:

Over-complicate the _____
_____.

Do:

Get to the _____ as
quick as possible.

NUMBER 7

NOTES

Don't:

Use misleading, cute, or deceptive
_____.

Do:

Make your subject line match your
_____.

NUMBER 8

NOTES

Don't:

Send an email without _____ on
multiple devices and browsers.

Do:

Test with yourself and _____.



NUMBER 9

NOTES

Don't:

Send to a _____.

Do:

Use a service to _____ your list.

NUMBER 10

Don't:

Keep to your _____ email
schedule.

Do:

_____ regular emails throughout your
campaign.

NOTES

For more Mission Multiply content, visit:

