15 EMAIL MISTAKES YOU SHOULD AVOID



Overlong Subject Lines

Long subject lines get cut off, so keep them brief and impactful to grab attention.



Not-Benefits Focused

Listing features instead of benefits makes your email less relevant to the reader.



Cliché Subject Lines

Opening with "Just Checking In" doesn't invite engagement, so make your subject specific and engaging.



Excessive Emotion

Overuse of exclamation marks or emotional language can make readers uncomfortable.



Casual Language

Informal tone or slang might undermine your credibility in professional emails.



Too Many CTAs

Conversely, multiple calls to action create confusion, so stick to one purpose per email.



No Personalization

Failing to use the recipient's name makes emails feel cold.



Impersonal Greetings

Starting with "To whom it may concern" is a vague way to leave an impression.



Grammar Mistakes

Spelling and grammar errors signal carelessness and lack of attention to detail.



No Clear CTA

Without a defined next step, your reader won't know what to do after reading.



Long-Winded Emails

Rambling messages may lose your readers. Therefore, be concise and focused.



Misleading or



Inappropriate Tone

A tone that's too aggressive or passive can harm relationships and derail your message.

Empty Follow-Ups

Following up without

adding value can

irritate recipients—

make it purposeful.



Weak Openings

Bland opening lines fail to grab attention. Instead, start with relevance and value.



Excessive Links

Too many or irrelevant links make your email



feel spammy.





