



Delivering A Memorable Email Reading - Checklist

- ◆ Logo
- ◆ Client details/information
- ◆ Disclaimer
- ◆ Introduction
- ◆ Overview of process, inquiry and/or type of reading
- ◆ Card-by-card description, including card drawn, positional meaning and interpretation
- ◆ Formatting: Adequate white space, clear font (size & style), effective use of paragraphs
- ◆ Image(s) are high resolution, clear and taken with ample lighting
- ◆ Summary of reading, tying together common themes and elements
- ◆ Special extras i.e. additional cards, custom affirmation, links, journal prompts, meditation
- ◆ Contact information including email, website and relevant social media
- ◆ Sincere thanks
- ◆ Footer with inclusions such as page number, website and type of reading
- ◆ Re-read for spelling, grammar and clarity