

List Lab 500

Affiliate Email Compliance & Deliverability Checklist

1. Use Double Opt-In (or Clear Consent)

- ☐ Never buy email lists.
- ☐ Only email people who explicitly opted in.
- ☐ Prefer confirmed opt-in to reduce spam complaints.
- ☐ Utilize double opt-in to your benefit

2. Authenticate Your Domain

- ☐ Set up **SPF**, **DKIM**, and **DMARC** records.
- ☐ Improves sender reputation and avoids spoofing claims.
- ☐ Supported by major ESPs (AWeber, GetResponse, MailReach, TextMagic) (mailreach.co).

3. Include an Unsubscribe Link


- ☐ Mandatory under CAN-SPAM, GDPR, CASL, PECR (textmagic.com).
- ☐ Visible and straightforward opt-out boosts trust and deliverability.
- ☐ Learn to be at peace with unsubscribers.

4. Keep Your List Clean

- ☐ Remove inactive or bounced addresses regularly (revnew.com).
- ☐ Use re-engagement campaigns before purging disengaged subscribers.

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5. Avoid Spammy Language & Formatting

- ☐ Eliminate phrases like “Get Rich Quick” or “100% Free!!!” (revnew.com).
- ☐ Stick to conversational tone.
- ☐ Emojis  in moderation; avoid ALL CAPS and excessive punctuation.

6. Monitor Key Metrics

- ☐ **Open rate:** aim for 20%+.
- ☐ **Spam complaints:** keep under 0.1% (sparkle.io).
- ☐ **Unsubscribes:** expect some churn; high rates mean content mismatch.

7. Be Transparent

- ☐ Use a real sender name/address (PO box is fine) (textmagic.com).
- ☐ Brand your emails consistently to promote trust.

8. Warm Up New Domains or IPs

- ☐ Begin with your most engaged subscribers.
- ☐ Ramp up gradually to build sender reputation (sparkle.io).

Optional Technical Enhancements

- ☐ Send from a **custom tracking domain** to avoid spam flags (mailreach.co).
- ☐ Consider **feedback loops**, **reverse DNS**, and **BIMI** for trusted branding (revnew.com).
- ☐ Use email preview tools and keep rich-text + plain-text versions balanced (textmagic.com).

Deliverability is like reputation—built slowly, destroyed quickly.
Stick to the checklist above to stay compliant, trustworthy, and visible.