



THE TRUST-BUILDING EMAIL CHECKLIST

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By Tom Rooney





1. Why Most Emails Get Ignored – And How to Make Yours Unforgettable

Let me tell you a quick story.

When I first started building my email list, I did what most people do — I followed the formulas. I wrote subject lines I thought sounded “clickable.” I tried to be clever. I added links. I even tossed in a few emojis, hoping they’d make a difference.

But my emails weren’t landing

Sure, a few people opened them. Fewer clicked. And over time, more just stopped paying attention altogether.

I couldn’t figure out what I was missing... until I realized the truth:

People don’t open emails because they’re flashy. They open them because they trust the person sending them.

Once I understood that, everything changed.

I stopped trying to sound like a marketer and started writing like a real person. I shared little stories. I offered genuine value, even if I wasn’t selling anything that day. I started treating every email like a conversation — and slowly, people started responding.



That's when I built this checklist.

It's the same process I use to write emails today — the ones that get replies, clicks, and sales... but more importantly, build relationships.

This isn't a list of hacks or fancy tactics.

It's a set of timeless principles that work in any niche, no matter your audience, product, or platform.

You'll use it to:

- Make sure every email builds trust, not noise
- Avoid the #1 mistake most beginners make (sounding too “markety”)
- Write like a real human who actually wants to help

You don't have to be a pro copywriter to succeed at email.

But you do need to understand trust — and that's exactly what this checklist helps you do.

On the next page, I'll show you how to get the most out of it.

Ready?



2. How to Use This Checklist for Maximum Results

This isn't just a feel-good guide — it's a working tool.

The checklist on the next page is designed to help you write emails that feel like real conversations... not pitches. Whether you're welcoming a new subscriber, recommending a product, or just checking in with your list, this guide keeps your message grounded, honest, and trust-first.

Here's how to get the most from it:

1. Keep It Next to Your Keyboard

Use this checklist before writing any email. Think of it like a pre-flight checklist: fast, simple, and powerful.

2. Use It As a Template, Not Just a List

This isn't about ticking boxes to tick them. It's a framework — a pattern that works across any niche.

3. Apply It Across Your Whole Funnel

You can use this checklist for: Welcome emails, Broadcasts, Product promos, Follow-ups, and even automated sequences.

4. Print It. Pin It. Keep It Visible.

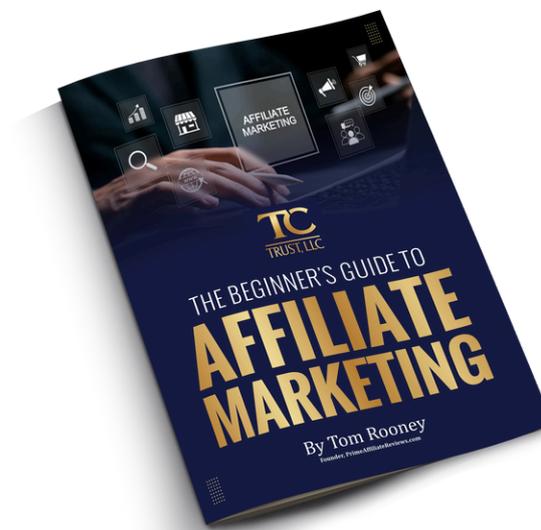
Some of my students print this checklist and tape it to their monitor. Others keep it in a digital swipe file. The key is to actually use it



3. The Trust-Building Email Checklist

Use this checklist before you hit send...

- Start with a Real Story or Hook
- Speak in a Natural, Conversational Tone
- Always Deliver Value — Even If You're Selling
- Be Honest About What You're Recommending
- Use Simple, Specific Calls to Action
- Make Your Links Feel Safe
- Sign Off Like a Human
- Stick to a Predictable Rhythm
- Use Formatting That's Easy on the Eyes
- End with a Soft Tease or Next Step



4. Ready to Build a List That Actually Grows?

If this checklist has your wheels turning... but you're still unsure how to get people on your list in the first place, you're not alone.

Writing great emails is only part of the puzzle.

You also need a list-building system that works — without tech headaches, wasted time, or trial-and-error.

That's why I created:

List Builder Jumpstart

A beginner-friendly workbook that walks you through building your first (or next) email list from scratch — step by step.

Inside, you'll discover:

- Exactly how to set up your opt-in funnel
- How to write emails that welcome and convert
- Which tools to use (without breaking the bank)
- Where to post your lead magnet to get real traffic
- How to stay consistent — even if you only have 1 hour a day

👉 **List Builder Jumpstart**



4. Stay Connected — Let's Build This Together

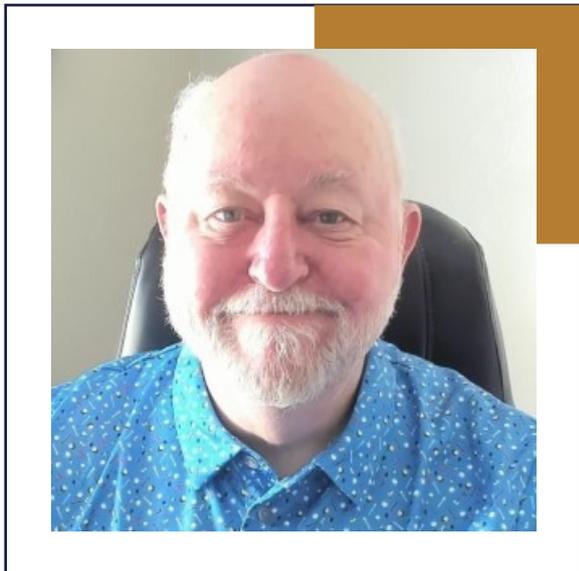
If you found this checklist helpful, I'd love to keep in touch.

Every month, I send out a short, value-packed email newsletter from my blog at PrimeAffiliateReviews.com.

It's where I share:

- Behind-the-scenes tips from my own affiliate marketing journey
- Tool reviews and strategies that actually work
- Exclusive free resources and product updates
- The truth about what's working — and what's not

Let's keep this conversation going — starting with your inbox.



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