

T thanks Tom

IS EMAIL WORTH IT FOR MY BUSINESS?

A QUICK SELF-CHECK FOR SMALL BUSINESS OWNERS

Before worrying about tools, templates, or platforms, it's worth checking whether email marketing actually makes sense for your business right now. Use this checklist to get a quick, honest answer.

YOUR AUDIENCE & RELATIONSHIPS

- ☐ People already contact me by email with questions or enquiries
- ☐ I have repeat customers or clients
- ☐ People sometimes say "I've been meaning to ask..." or "I meant to get back to you"
- ☐ Staying visible between enquiries would genuinely help my business

If most of these apply, email is likely a good fit.



YOUR OFFER & CLARITY

- ☐ I can clearly explain what I do in one or two sentences
- ☐ I know who my ideal client or customer is
- ☐ People understand what problem I solve
- ☐ My website explains my services clearly

Email works best when people already understand what you offer.

YOUR WEBSITE & SIGN-UPS

- ☐ I have a website I'm reasonably happy with
- ☐ It's clear how someone would get in touch or book
- ☐ I could give people a genuine reason to join my mailing list
- ☐ I'm comfortable adding a simple sign-up form

You don't need perfection, but you do need clarity.

YOUR CAPACITY & CONSISTENCY

- ☐ I could realistically send one email a month
- ☐ I'm happy writing in a natural, conversational way
- ☐ I prefer keeping things simple rather than over-polished
- ☐ I understand results won't be instant

Email rewards consistency, not intensity.

YOUR EXPECTATIONS

- ☐ I'm not expecting every email to generate a sale
- ☐ I understand email is about long-term visibility
- ☐ I'm happy if email leads to replies or conversations
- ☐ I'm thinking in months, not days

This mindset makes a huge difference to results.

HOW TO INTERPRET YOUR ANSWERS

Mostly ticks

Email marketing is very likely worth your time. Start simple and stay consistent.

A mix of ticks and blanks

Email could work, but you may want to tidy up clarity or foundations first.

Very few ticks

Email probably isn't the priority yet. Focus on your website, offer, or traffic first.

Email isn't about spamming people. It's about staying visible to people who already showed interest.

A QUICK NOTE

Email isn't about spamming people or chasing open rates. It's about staying visible to the people who already showed interest in what you do.

If you're unsure where email fits into your wider marketing, this is usually a strategy question, not a software one.

If you'd like help working out whether email should be part of your marketing, a [short strategy chat](#) or [website](#) review can help clarify next steps.

T thanks Tom

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