

## Using Images in Author Email Newsletters

1. Internet Service Providers (ISPs) and email clients are **filtering email more and more** to divert commercial email and spam.
2. Images make your **email less likely to reach** your subscribers' main inbox.
3. Readers **prefer fewer** images.
4. Images make your email **look less like *email* and more like *marketing*** to ISPs and readers.
5. Use **three images or less** as a rule of thumb, (including your logo).
6. Your **logo image helps** readers quickly identify your email as coming from you.
7. When using an image in email ask yourself, "**Is this essential?**"
8. In place of images, use elements that **help readers easily scan and read** the information they want.
9. **Always A/B test** to learn what works best for your email subscriber list.

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