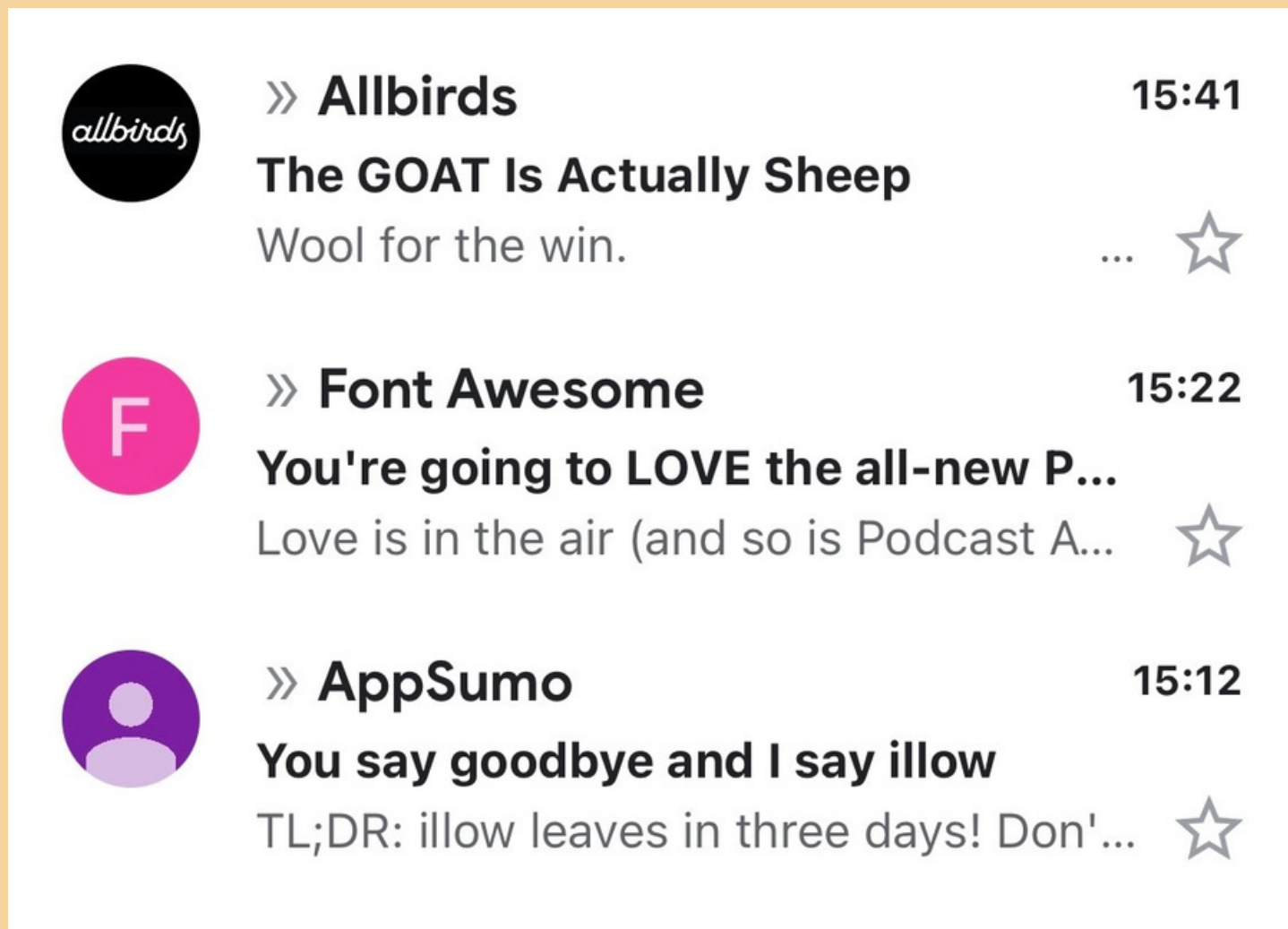


inboxing 101




With Chris Byrne



Before we get started, which brand is inboxing correctly?

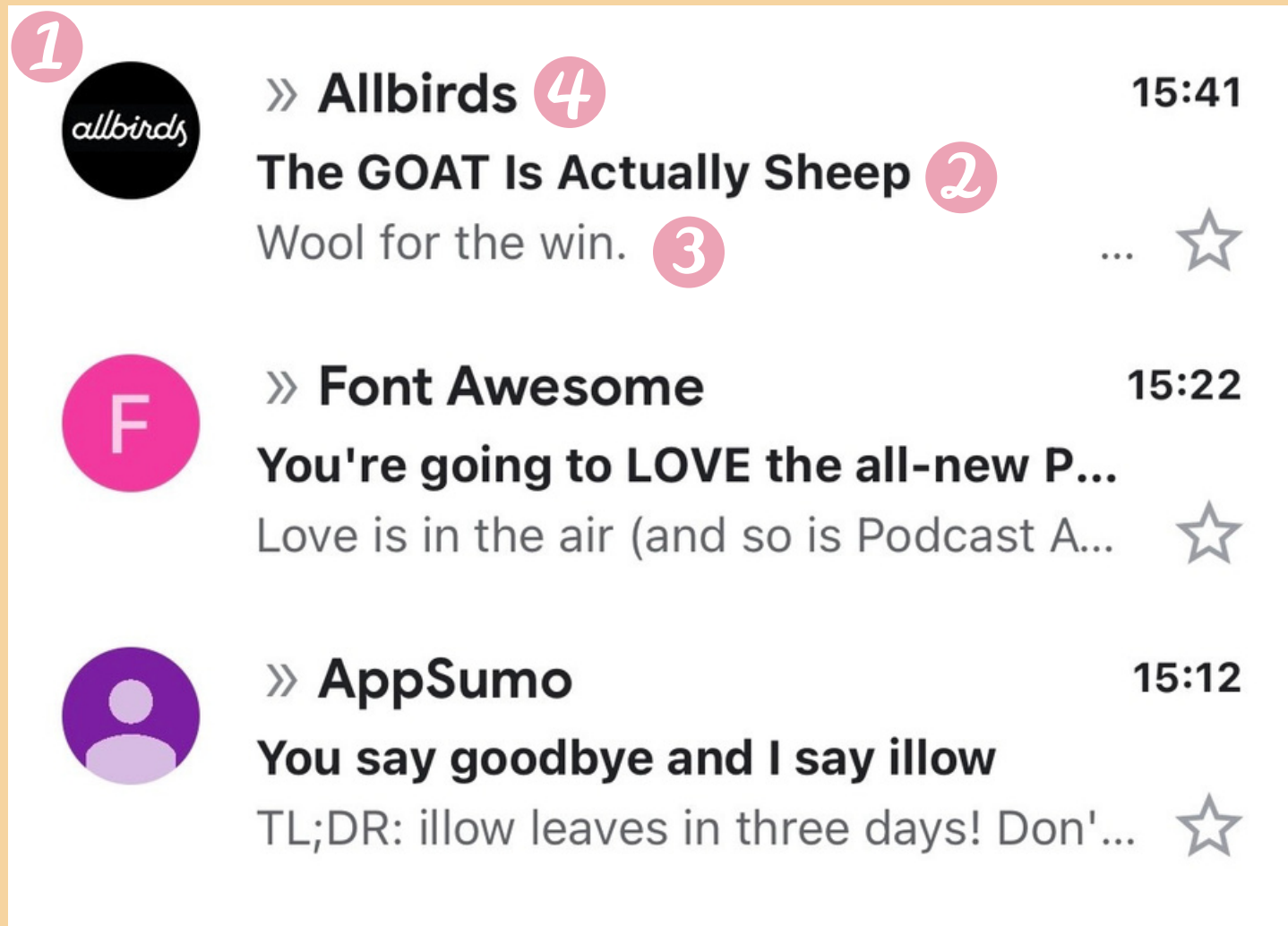


The screenshot shows an email inbox with three entries. Each entry includes a circular profile picture, a header with a double arrow icon and the sender's name, a bold subject line, a preview text, and a timestamp. The first email is from Allbirds, the second from Font Awesome, and the third from AppSumo. Each email has a star icon to its right, indicating it is a favorite.

| Profile Picture | Sender | Subject | Preview | Timestamp | Star |
|---|----------------|---------------------------------------|--|-----------|------|
|  | » Allbirds | The GOAT Is Actually Sheep | Wool for the win. | 15:41 | ☆ |
|  | » Font Awesome | You're going to LOVE the all-new P... | Love is in the air (and so is Podcast A... | 15:22 | ☆ |
|  | » AppSumo | You say goodbye and I say illow | TL;DR: illow leaves in three days! Don'... | 15:12 | ☆ |

TL;DR It's Allbirds

The 4 basics of inboxing 101.



Logo, Subject line, Pre header,
Authentication

Things we used today.

Subject line evaluator
sensorpro.net/chatGPT

Email Preheader tool
sensorpro.eu/pre

Emails by top brands
liveinboxer.com

Content from your podcast
shownotes.io

Logo in Gmail
sensorpro.net/senderlogo

Verify Authentication
sensorpro.net/spf

Need help with anything?
sensorpro.net/expert

