Delivering A Memorable Email Reading - Checklist

♦ Logo

♦ Client details/information

♦ Disclaimer

♦ Introduction

♦ Overview of process, inquiry and/or type of reading

♦ Card-by-card description, including card drawn, positional meaning and interpretation

♦ Formatting: Adequate white space, clear font (size & style), effective use of paragraphs

♦ Image(s) are high resolution, clear and taken with ample lighting

♦ Summary of reading, tieing together common themes and elements

♦ Special extras i.e. additional cards, custom affirmation, links, journal prompts, meditation

♦ Contact information including email, website and relevant social media

♦ Sincere thanks

♦ Footer with inclusions such as page number, website and type of reading

♦ Re-read for spelling, grammar and clarity

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