## **The “De-Weasel Your Email” Checklist**

*Use this before hitting send. If your outreach flunks even one of these, it's probably dripping with corporate cringe.*

* **Did I use the recipient’s *actual* name?** (No “Hi there,” “Hello friend,” or “Dear Webmaster.”)
* **Did I reference something *specific* they’ve written, said, or shared?** Vague flattery = weasel speak.
* **Am I offering value *before* asking for anything?** Links, collabs, quotes—whatever it is, give before you beg.
* **Is the message under 150 words?** Attention spans are shorter than TikToks. Edit ruthlessly.
* **Did I skip the buzzwords?** No “synergy,” “cutting-edge,” or “solution-driven offerings,” please.
* **Is my compliment real and *specific*?** “Great content” doesn’t cut it. Point to a quote or insight.
* **Does it read like it was written for *one* human?** If it feels like it went to 500 people, it probably did.
* **Would *I* respond to this email if it hit my inbox?** Gut-check it. If the answer’s no—back to the drafts folder.
* **Did I check spelling, tone, formatting?** Typos are the fastest way to look careless.
* **Is my CTA clear, low-pressure, and easy to say yes to?** “Let me know if you're interested” > “Let’s hop on a quick 30-min call!”