

SequenceScore — Cold Email Sequence Audit

ReplyScore: 54/100 (grade D) | Emails: 1

Audit ID: c4c76d8c00de Created: 2026-08-23T22:25:18+00:00

Dimension scores

Subject line: 5/15

Hook (opening lines): 15/15

Personalization: 12/15

Offer / CTA: 2/15

Length & scannability: 2/12

Spam-trigger words: 18/18

Compliance & deliverability: 0/10

Priority fixes

- [Offer / CTA] Most emails have no concrete CTA — every email should end with ONE specific next step (reply
- [Offer / CTA] with X, book 15 min, grab the template).
- [Offer / CTA] No clear offer/value proposition — the recipient should know within 5 seconds what's in it for
- [Offer / CTA] them (a result, a resource, or a concrete outcome).
- [Compliance & deliverability] No opt-out/unsubscribe language found — CAN-SPAM requires a working opt-out in every
- [Compliance & deliverability] email. Add one line (e.g. "Reply 'unsubscribe' and you'll never hear from me again.").
- [Compliance & deliverability] No physical postal address found — CAN-SPAM requires a valid physical address in every
- [Compliance & deliverability] Add your city/state or PO Box line.
- [Compliance & deliverability] Recipient can't tell who you are or what company you're from in the first email — sign with
- [Compliance & deliverability] name + company (and it must be real, not a persona).
- [Compliance & deliverability] No link in the sequence — links give recipients a way to verify you're real (and give the C
- [Compliance & deliverability] somewhere to land). Add a link to your site, LinkedIn, or a resource.
- [Length & scannability] Email 1 is 11 words — lean is good but too thin can read as a template; add one specific detail
- [Length & scannability] or the offer.
- [Length & scannability] A single email rarely gets a reply — sequences of 3–6 touchpoints convert best (most replies
- [Length & scannability] land on follow-ups).
- [Subject line] Email 1 subject is very short — add a specific reason to open (outcome + hook, not just a
- [Subject line] greeting).
- [Subject line] Email 1 subject looks like a forward/receipt or urgency clickbait ("Final check") — Gmail
- [Subject line] filters these patterns; make it specific and honest.
- [Subject line] Most subjects are either too long or too vague — aim for 3–9 words that state the outcome or
- [Subject line] the hook.
- [Personalization] Personalization is only the {{first_name}} token — the weakest form. Add one researched detail
- [Personalization] per email (their recent post, hiring, funding, product).

Follow-up cadence

Step 1 — Day 0: A single email rarely converts — add 2–4 follow-ups at day 3, 7, 14.