**CCIQ Business Wellness Program  
Guidelines for Electronic Direct Mail**

Subject: What your audience needs to know eg: You’re invited/ download now/ free resources/ support for your business

[Headline: What action do you want your audience to take, eg sign up, attend, register, download]

* About the call to action and their value
* Dot points listing what, when, where and how, eg

Event:

Date and time:

Place:

Register:

Download:

Any other information including a sentence about the chamber.

Links to socials or website.