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CAN-SPAM Compliance Checklist

Instructions: As you read through the blog, *Email Etiquette: a CAN-SPAM Compliance Checklist*, think about your own email marketing campaign and what you need to do to operate within the law.

☐ Step 1: Do NOT use Misleading Headers

☐ Step 2: Use Accurate and Honest Subject Lines

☐ Step 3: Identify your Message as an Advertisement

☐ Step 4: Include a Physical Address

☐ Step 5: Give your Recipients an Opportunity to Opt-Out

☐ Step 6: Honor Opt-Out Requests Promptly

☐ Step 7: Assume Full Responsibility for your Email Marketing