

# Email Copy Practice Test Questions and Answers

## 1. What is Pre-framing?

- A) Pre-framing is an NLP technique used by copywriters to get a prospect or user to take action.
- B) Pre-framing is an NLP technique used by copywriters to get a prospect or user to buy a product.
- C) Pre-framing is an advertising technique used by copywriters to get a prospect or user to take action.
- D) Pre-framing is an NLP technique used by copywriters to get a prospect or user to not take action.

## 2. What is the email copy checker?

- A) A tool that checks your email for grammatical errors
- B) A tool that checks your email to see if it is addressed to the correct recipient
- C) A tool that checks your email for spam triggers
- D) A tool that checks your email for formatting errors

## 3. What is email list segmentation?

- A) Deleting inactive subscribers from your list
- B) Dividing your email list into smaller groups based on shared characteristics to send targeted messages
- C) Sorting emails by send date in your ESP
- D) Creating separate email accounts for different product lines

## 4. What is an email welcome sequence?

- A) A single confirmation email sent after signup
- B) A series of automated emails sent to new subscribers to introduce the brand and set expectations
- C) A re-engagement campaign for inactive subscribers
- D) An email sequence sent only to paying customers

**Answers: 1-A 2-C 3-B 4-B**

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