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An email workflow that leaves fewer loose ends

By Gyata Tabiri · Revised November 2, 2026

“The email is ready” can mean the HTML is built, the design is approved, or the imported message has passed its final checks. Those are different moments. I want the handoff to say which one we have reached.

Put responsibility beside the deliverable

Design, coding, platform import, testing, approval, and sending may belong to different people. I would confirm those boundaries before the build. An attractive file does not establish that the audience, destination links, or send settings have been reviewed.

Give the uncertain part an early review

If a layout depends on a background treatment or a difficult mobile arrangement, a representative coded section can settle the direction before every module is built. The purpose is to expose the consequential decision while there is still room to change it.

Check the version that will leave the platform

A sending platform may alter links or markup during import. The original file remains useful, but it cannot show every consequence of that processing. I have used Litmus and Email on Acid in different company settings, alongside Apple Mail/iPhone Mail; the review needs to identify which version and environments were checked.

Close the handoff without hiding the remaining work

Keep the approved source, asset locations, test notes, and known differences together. If someone else owns the send, make that clear. If reporting is outside the assignment, do not let a successful rendering check become a claim about campaign response.

A good handoff does not require the next person to ask what “ready” meant. It tells them what has been completed and which decision is now theirs.

Read alongside: Recording a rendering issue · Leaving context with the source.