Getting the best out of links

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Links are central to your use of e-mail - they might send readers to places they can find out more about the subject of your e-mail or be part of a call to action - asking readers to join groups and so on.

Links come in three basic flavours:

Plain links which might simply be:
You can find out much more at the XR Academy: https://uk.rebellion.academy/

There can be reasons why you would want to use this format. If you knew readers would be reading in plain text for instance, and it can also help give readers confidence in the link - some people can be worried about clicking text or buttons where the link isn't explicit.