Writing E-mail

Email Etiquette
Professionalism: by using proper email language you will convey a professional image
Efficiency: emails that get to the point are much more effective than poorly worded emails
Protection from liability: your awareness of email risks will protect your company from costly law suits

32 most important email étiquette tip

- Be concise and to the point
- Answer all questions, and pre-empt further questions
- Use proper spelling, grammar & punctuation
- Make it personal
- Use templates for frequently used responses
- Answer swiftly
- Do not attach unnecessary files
- Use proper structure & layout
- Do not overuse the high priority option
- Do not write in CAPITALS
- Don't leave out the message thread
- Add disclaimers to your emails
- Read the email before you send it
- Do not overuse Reply to All
- Mailings: use the bcc: field or do a mail merge
- Take care with abbreviations and emoticons
- Be careful with formatting
- Take care with rich text and HTML messages
- Do not forward chain letters
- Do not request delivery and read receipts
- Do not ask to recall a message
- Do not copy a message or attachment without permission
- Do not use email to discuss confidential information
- Use a meaningful subject
- Use active instead of passive
- Avoid using URGENT and IMPORTANT
- Avoid long sentences
- Don't send or forward emails containing libelous, defamatory, offensive, racist or obscene remarks
- Don't forward virus hoaxes and chain letters
- Keep your language gender neutral
- Don't reply to spam
- Use cc: field sparingly

Write a meaningful subject line

- Recipients **scan the subject line** in order to decide whether to open, forward, file, or trash a message. Remember -- your message is not the only one in your recipient's mailbox.
- Subject: "**Important! Read Immediately!!**"What is important to you may not be important to your reader. Rather than brashly announcing that the secret contents of your message are important, write an informative headline that actually communicates at least the core of what you feel is so important: "Emergency: All Cars in the Lower Lot Will Be Towed in 1 Hour."
  [I have my e-mail filter set to trash e-mail messages with more than one exclamation mark in the subject line. Anyone who shouts at me is being abusive, trying to sell me something, or both. --DGJ]
- Subject: "**Meeting**"The purpose of this e-mail might be a routine request for a meeting, an announcement of a last-minute rescheduling, or a summary of something that has already happened. There's no way to know without opening the message, so this subject line is hardly useful. Subject: "**Follow-up about Meeting**"Fractionally better -- provided that the recipient recognizes your name and remembers why a follow-up was necessary. Subject: "**Do we need a larger room for meeting next Fri?**"Upon reading this revised, informative subject line, the recipient immediately starts thinking about the size of the room, not about whether it will be worth it to open the e-mail.

Exercise 1: write an email message about a business proposition.