

Wroten & Associates

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Tips for Writing Effective Emails

As professionals we send and receive scores of emails everyday. Do people respond to your emails the way you would like them to, or do they miss important information? Are your responses timely and concise? Follow these email etiquette tips for professional and personal emails to ensure your emails are effective and will get the response you desire.

Write a meaningful subject line. Make sure your subject line accurately describes the content of your message. This will give the reader a concrete reason to open your message. **Use EOM headlines.** When you have very short message you can put all the relevant information in the subject line followed by the letters EOM (End of Message). **Keep your message focused.** If your email contains multiple messages be sure to number each point to ensure they are all read. If your points are substantial, split them into separate email messages. **Proofread.** Don't rely on spell-check and avoid slang. Use appropriate capitalization and appropriate grammar. **Avoid attachments** if possible. That way your reader won't have to download and open a separate program. Just copy and paste the most important part of the document into the body of your message. **Be kind and think before you hit send.** If you write something in anger, save a draft and take a break. Asking yourself if you would want your email to be shared with others may help you to choose a less inflammatory way to express yourself. Remember, **email is not secure.** Most companies can legally access all your email messages, as well as curious hackers. **Be a good responder.** Make sure to go through your inbox on a regular basis. Responding promptly will indicate that you are courteous and a professional. You don't have to complete what is requested immediately, but you can say something like "I am sorry but I can't provide you with that information until tomorrow." **Show respect and restraint.** Be tolerant of other people's etiquette blunders. If you think you have been insulted try quoting the line (the insult) back to the sender and add a neutral comment such as, "I'm not sure how to interpret this... could you elaborate."

Whether we like it or not, email is the preferred manner of professional and personal communication. As such, it is incumbent on all of us to invest the same time, care and effort that we make in our conversations and presentations. We need to be heard and to effectively communicate with our colleagues, clients,

friends and family.

Wishing you an inspired month!

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