WRITING EMAILS

It’s easy to think of email as the business causal cousin of a text message. In reality, it’s more like a formal letter. Your correspondence says a lot about you and impacts someone’s impression of you. Here are a few tips to keep your email from getting deleted.

EMAIL ADDRESS BASICS
► Your email address sends a message. It should be professional. Avoid addresses like beerman@gmail.com or lilQT757@gmail.com. If you’re not sure if your email address is inappropriate, chances are that it is. Your first and last name or your first initial and last name are always a safe bet.
► Avoid email addresses that include your birth year. Age discrimination works both ways.

SAY WHAT?
► Unless you’re ordering a pizza, getting right to the point is rude. Spend some time being polite before diving in with your request. “I hope this finds you well” is always a great opening line.
► Address a person with Mr., Mrs., and Dr. when in doubt. If you are replying to a message where the person has used only his/her first name, then it is okay to address the message using their first name.
► Keep your message brief – without leaving out necessary details. People tend to scan rather than read emails. Write short sentences and aim for 3-4 sentences per paragraph. If possible, use bullets to make information more digestible.
► Be positive! You want to come across respectful, friendly, and approachable.
► Avoid using emoticons (smiley faces, etc.) unless you know the person well and have a friendly relationship with him/her.
► Three words that carry a lot of meaning: please and thank you!

LET’S TALK ABOUT GRAMMAR
Use proper grammar and spelling. Always proofread before hitting send. You can even read it aloud to catch errors.
► Sometimes we start typing without proper capitalization. Go out of your way to use proper capitalization. All lowercase could look lazy, unprofessional or immature.
► Proofread, every time! Autocorrect and spell check are not always your friend.
► Email Etiquette

CCs, ATTACHMENTS & HISTORY, OH MY!
► Give thought to your subject line. Be aware of word choices, as some filters will consider your message to be spam and possibly will not send the message.
► Reply with history. Including the history of the e-mail exchanges is a courtesy. Email is the primary form of communication in most businesses today and some people receive hundreds of e-mails a day. Don’t expect the employer to remember who you are or your previous email exchanges. Include the history as a helpful reminder.
► Be careful with any cc:s and bcc:s you may use. Sometimes cc:ing someone’s boss implies that you don’t trust the person that you are emailing to do what you are asking of him or her.
► You may bcc: someone to let them know that you applied for a position and if that employer accidentally clicks “Reply All” rather than “Reply,” then he or she will know that you copied your mom on the first email.
► If you include a signature line with your emails, be sure that it is professional. Avoid sending quotations.
► Remove any automatic signatures by Gmail, Yahoo, iPhone, etc.
► When attaching documents to an email, it’s considered polite to mention in your email that you have attached something.
► Limit email attachments. If it’s more than three, consider putting them in one folder and zipping them before attaching.