**Writing Effective Emails** **Handout**

Below are some ‘best practices’ for writing effective and professional emails. Use these to help you in the email assignment.

**Writing effective subject lines**

1. Keep subject lines simple and to the point.
2. Be specific.
3. Localize and personalize the recipient.
4. Do not be over familiar with the recipient if it is a work-related email.

**Writing effective emails**

1. Be clear and specific.
2. Be prompt. Respond to emails within 24-hours even if the response is simply that you are looking into the matter.
3. Use a clear subject line (see above).
4. Limit emails to one topic and one screen of text.
5. Be extremely careful about using the CC (carbon copy) and Reply All options. People have lost jobs over copying the wrong person on an email or using Reply All instead of Reply to Sender Only.
6. Pay close attention to formatting. Over usage of BLOCK, **bold**, and colored text can make the email hard to read
7. Do not put anything in email that you would not want posted on FaceBook or the front page of the newspaper. Email provides an electronic ‘paper trail’ that leads directly back to you and your company.
8. When writing emails addressing conflicts think twice. It is more appropriate to pick up the phone and call the person. If an email is more appropriate in order to provide documentation then write the email and save it as a draft. Go back to the email after you have calmed down and re-read it for appropriateness before you click send.
9. Keep the message positive.
10. Pay attention to grammar and punctuation (as well as all the rules your English teacher tried to convey).
11. Spell check is in your email options for a reason.