

## THE A-LIST FOR BUSINESS EMAILS

By Rachel Wagner, October 2007

Email has become an indispensable business tool and it's hard to imagine doing business without it. However, many people treat it with too much casualness. That may be alright in the case of friends or family, but in the business world, communicating clearly and properly is crucial to building your relationship and credibility as a business professional. Follow these tips for effective emails and a positive impression of you and your company:

### Always

- **Use a subject line**—make it brief and precise to accurately tell the contents of the email and action required.
- **Use a salutation:** “Hello,” “Hi,” “Dear,” or whatever seems fitting for the person you're emailing.
- **Treat your email like a business letter.** Use correct English, complete sentences and start a new paragraph if the subject changes.
- **Keep your messages short.** For lengthy or time sensitive communications, pick up the phone instead.
- **Watch your tone.** You want to come across as respectful, friendly, and approachable.
- **Notify the reader in the body of the email if there is an attachment.** For safety reasons, many people will not open an attachment unless they know who it's from and what it's about.
- **Use a closing** such as “Best regards,” “Sincerely,” or whatever is suitable for the recipient.
- **Reread your email before hitting “send.”** Take time to do a spell check and proofread for punctuation and grammar errors.
- **Respond to emails in a timely manner**—within 24 hours is best—whether to your boss, your clients, your prospects, or to your colleagues.
- **Include your complete contact information** in the “signature” at the end of the email so the recipient knows how to reach you via phone, fax, or website and your company is clearly identified.
- **Use the out-of-office response** to alert others of your absence.

### Avoid

- **Using all caps or all lower case**
- **Using lots of !!!!! and ?????**
- **Using fancy fonts and animated characters**
- **“Replying to all” if the information is only necessary for the sender.**
- **Sending jokes or chain letters**

## THE A-LIST FOR BUSINESS EMAILS

By Rachel Wagner, October 2007

Keep these tips in mind so that you always come across as a professional and represent your company in the highest manner.

©2007 Rachel Wagner Etiquette and Protocol

Rachel Wagner, founder and director of Rachel Wagner Etiquette and Protocol, is a certified Corporate Etiquette and International Protocol Consultant.

You may reach her at 918.294.3179, or at [Rachel@etiquettetrainer.com](mailto:Rachel@etiquettetrainer.com) or visit her website at [www.etiquettetrainer.com](http://www.etiquettetrainer.com).

