TIPS FOR EFFECTIVE EMAILS

WARM OPENING

Good: John, received your email.

Better: Hi John,
Thanks for your email.

USE NAME

Good: I haven't got access to the Petra server as yet.

Better: John, I haven't got access to the Petra server as yet.

MENTION ACTION TAKEN FIRST IN A SENTENCE

Good: After last month's meeting, several new policies have been implemented.

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USE ACTIVE / PRO ACTIVE VOICE

Good: Changes have been made to our reporting system.

Better: We have made changes to our reporting system.

USE 'I' / 'WE' STATEMENTS TO INDICATE OWNERSHIP

Good: Received the package.

Better: I/We have received the package.

AVOID NEGATIVITY

Good: Due to the fact that your subscription has not been renewed, the next issue of *Run!* will be your last.

Better: Renew your subscription now so you continue to receive *Run!*

IF YOU HAVE TO EXPRESS NEGATIVITY, SEE IF YOU CAN TAKE THE ONUS ON YOURSELF/YOUR COMPANY

Good: I beg to inform you that, despite your impressive background, we feel that your skills do not quite match our needs.

Better: I wish to inform you that our needs don't match your skills.

EXPRESS ONLY ONE IDEA IN A SENTENCE

Good: As requested, I enclose our new catalog and feel sure that you will find within many items to interest you, particularly our new range of colors that will brighten up your office and keep your staff feeling happy.

Better: Here is our new catalog with many interesting items. I would like to draw your attention particularly to our new range of colors which will cheer up your office and staff.