When you send a mail to someone, what kind of language and tone do you use. When you appreciate someone do you notice what kind of tone he/she uses. Do you use a tone in the subject line which is more of a marketing line or which loks more like the nigerian lottery scams.

Are we keeping the profile of the recepient in mind.

What is his age(it is pretty important to keep this in mind in india).

Is he a person who is equal to us in social stature or is he somebody junior or senior to us.

How will we speak to him otherwise in a social setting.

Lets take an example:

Subject: Are you interested in supporting a social health enterprise for women?

Body:

Hi XYZ,

Let me first tell you that you are doing an amazing work employing high school graduates. Your efforts with abc are laudable. Hats off on your achievement!

To cut to the chase, Im a student from your Alma mater- IITM- BTech Mechanical Engg working on a sustainable health startup that empowers rural women to produce and sell sanitary pads in UP. Growth is based entirely on market driven forces and development of a Multi level marketing sales force comprising of women entrepreneurs.

For managing our sales force, we were looking at CRM software like SugarCRM,Salesforce but what grabbed my attention was Zoho.

Would you be interested in supporting this noble cause? We were hoping one of these rural women, who are high school graduates could be trained on Zoho at your university so that she can handle domestic and offshore customers.To discuss how it will benefit your brand could you suggest face time or take a call?

Do reply.

Im based out of Chennai and it would be great to meet a person Batch of 1985!

Regards,