

## Email Review Checklist

The checklist below describes five techniques you can use to enhance your likability with customers you communicate with via email. Use the checklist to evaluate your own emails and identify any opportunities for improvement.

**Use an appropriate greeting.** A short greeting, such as “Dear Mr. Smith” or “Dear Ms. Perez” can start your email off on a friendlier tone.

**Get straight to the point.** Make sure the purpose of your email is included in the first paragraph. Customers often skim and scan messages, and it can be annoying when it’s hard to find the main idea.

**Beware of templates.** Many companies use pre-written email templates to allow customer service representatives to respond to more messages per hour. These templates can make you more productive, but it’s important to make sure the customized portion of your message matches the template in tone, style, and content.

**Use correct punctuation, grammar, and spelling.** Avoid writing emails as though you were sending a text message. A professionally written email will create a more positive message to your customer.

**Be helpful!** Try to anticipate any questions customers might ask when they read your message and include the answers to those questions in your email, too. Helpful emails are not only more pleasing to customers, they often also cut down on the amount of messages sent back and forth to resolve a problem.

What other techniques can you use to enhance your likability via email?

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2. \_\_\_\_\_