

# Tips on Writing Better Emails

*Whitmore offers the following advice:*

1. Don't skip the subject line, but make it short and topic-related.
2. Give a greeting/salutation. "Dear" and "hello" are good starting points. In later exchanges, "hi" may be appropriate. Use the person's name. "Err on the side of being more formal" in your greeting and the body of the e-mail, Whitmore advises. Same for your closing; "Best regards" is more formal.
3. Keep sentences, paragraphs, and thoughts short. Use bullet points when possible.
4. However, don't be curt. "No one can see your facial expressions or hear your tone of voice, so the only way they're gauging your emotions is the tone that you use in that email," she said.
5. Don't use text language. "Even if you've just graduated from college and you're now out in the workforce," Whitmore observed, "remember that a lot of your clients may be baby boomers. It's important for you to stay professional."
6. Check your spelling. Check it again.
7. When people write back, reply within 24 hours. "Even if you don't have an answer for someone, reply anyway," she said.