

Guidelines on how to structure your email.

1. Start with a meaningful subject line.

- Never place a period (full stop) at the end of your subject line.
- Choose one of the options for capitalization (e.g., Subject line: “Two-Week Schedule Delay” or “Two-week schedule delay”)

2. Follow the common email structure below.

Salutation	<ul style="list-style-type: none">• Remember to put a comma after the greeting.• You can drop the greeting if you exchanged several emails with the same person on the same day (neutral style).
Reason for writing	<ul style="list-style-type: none">• Open your email with why you are writing and what you want.
<i>Optional:</i> Reference to the previous contact	
Body	<ul style="list-style-type: none">• Link ideas to each other.• Use bullet points if it helps to structure information.• Think “subject-verb-object” as much as possible and avoid long, complex sentences.• Use diplomatic tools to stay friendly and professional.
<i>Optional:</i> Mentioning an attachment	
Closing line	Choose the one which summarizes the whole email and makes further actions clear for the reader.
Complimentary close	
Signature	

3. Make sure you break your text into brief paragraphs which

- are focused on the main idea,
- are NOT indented,
- have white space around them,

- are logically connected to each other with good transition and linkers.

4. Be consistent with fonts and colors.

- Use a straightforward, easy-to-read font, such as Arial, Verdana or Calibri.
- Avoid colored fonts and smileys.
- To emphasize your point, it is better to use **bold** or *italics*.

5. Capitalize properly.

- DON'T USE ALL CAPITALS or all lower-case letters.
- Do not capitalize words like *customer/client/you*.

6. Check it – then check it again. Proofreading helps to make your email accurate, easy to follow and detailed enough.