



IT'S PERMANENT.

Once you send it off, you can't get it back. No matter if it is a peer, a professor, a staff member, or a client, you cannot do anything about it once it hits their inbox. Be sure it is something you want them to read. If you are discussing something controversial or emotional, it is best to write out a draft and then walk away for a while before returning to re-read it and make the decision to edit it before sending.

A PROFESSIONAL HANDLE.

No one wants an email from buffnstuff@hotmail.com or prettyprettyprincess@yahoo.com. Use an email address that is professional and appropriate.

USE THE SUBJECT LINE!

Being specific in your subject line will give the recipient a better idea of what your needs are. Never use "question" or "hey" as your subject line when sending a professional email.

TREAT IT LIKE A LETTER.

Dear Mr./Ms. to open, and a "sincerely" or "regards" to close. Remember that Ms. is more professional than an assumption of Mrs., and a professional designation (Dr.) always trumps Mr. or Ms.

CLEAR AND CONCISE IS BEST.

The average person receives 15K emails a year, which is roughly 41 per day. Be as direct and to the point as possible while maintaining professionalism.

WHY ARE YOU YELLING AT ME? I'M A FOOT FROM YOU.

No one likes yelling, especially of the email variety. Check your caps lock and keep your all caps put away.

WHILE WE ARE ON THE NO-NO'S...

- Emoticons are not professional; trust us on this one. :)
- This is not social media; do not send an email the way you would tweet or Facebook message someone.
- Watch your language and your topics; no professional email should ever be sent about "your weekend at the lake enjoying too many beverages."

PROOFREAD!

Don't let people question your college education. Double-check your grammar, spelling, punctuation, and capitalization.

IS YOUR SIGNATURE APPROPRIATE?

Quoting scripture and your views on life should be left off. You never know what offends the person you are sending to. Include your contact information and possibly your social media outlets (if you want them seen).

MAMA ALWAYS SAID.

"If you can't say anything nice, don't say anything at all." Being polite and professional in all of your correspondence will, more than likely, result in a timely response.



5 Rules to Email

1

KEEP IT SHORT

Easy to read, short and clear. Shrink sentences and list items. Save everyone's time by linking to the resources instead of leaving everyone to find them individually.

2

REPLY ALL

Always Reply All by default. The most common mistake amongst teams is lack of communication. Check that everyone relevant is included. Carbon Copy those who don't need to take action.

3

DESCRIPTIVE SUBJECT

The subject of an email describes its content and attachments in a short sentence.

4

SEARCHABLE EMAILS

How will you be able to find this email after a month? Think about which keywords you would search and include them.

5

KEEP IT ORGANIZED

If there is already a related email, reply to it. If it has a different subject, create a new one.