

WRITING EFFECTIVE EMAILS

5 tips to keep in mind

ONLY SEND EMAILS WHEN NECESSARY

The average office worker receives 121 individual emails every day. If you want your emails genuinely read, never flood someone's inbox.



PROOFREAD

Auto-correct is a great tool; however, it is not a perfect replacement for taking time to re-read and correct your own message. Proofreading is a great time to catch repetitive language and tighten up your overall message.

ACCOUNT FOR TONE

Email is not a perfect medium! An attempt to be brief and to the point, may be interpreted as rude or condescending. Whenever possible, keep in mind the communication style of your recipient.



PUT A CALL TO ACTION IN THE SUBJECT LINE

With the high volume of emails coming through each day, it is important to get to the point as quickly as possible. This is done by including action verbs directly in the subject line.

NEVER ASSUME PRIVACY

Always keep in mind that any email sent from a workplace email is property of your organization. As with any communication, remain loyal to the absent and remember that whatever you write can be easily shared with others.

