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WRITING EFFECTIVE EMAILS

BEST PRACTICES

Clarify Writing Tone

- You're unknown online
- Risk being read as too formal or too casual
- Take into account your recipient's previous experiences
- Provide clarity around your question when asking for help

Understand Reader's Intentions

- Minimize acronyms and lingo; especially with new hires or external recipients
- Understand if your recipient has industry knowledge
- Supply a brief context when asking for assistance or clarification
- Make your motivations clear; this will help to break down any walls the recipient may put up

Ensure Timely Responses

- Ask very clear questions with only one subject per question; even list questions on their own lines so they are seen immediately
- Provide any helpful information like steps you have already taken or who you have spoken to previously
- Respond in a timely manner and expect your recipient will do the same
- Establish a timeline and give a hard deadline if needed; your recipient may need to plan some time, so let them know when to get back to you

OMIT OR REDUCE

Pleasantries

- Hope you're well, how's life, etc.

Formalities

- Asking to ask, sir/ma'am, sorry to bother you, etc.

Redundancies

- Checking in, touching base, etc.

Reminders

- Circling back to check, as per my last email, etc.