

WRITING EFFECTIVE EMAILS

Q4, 2019

AN INTERNAL
TRAINING
WORKSHOP

WORKSHOP FLOW

OUTLINE OF TOPICS

Introduction

Best Practices

Questions & Answers

Activity

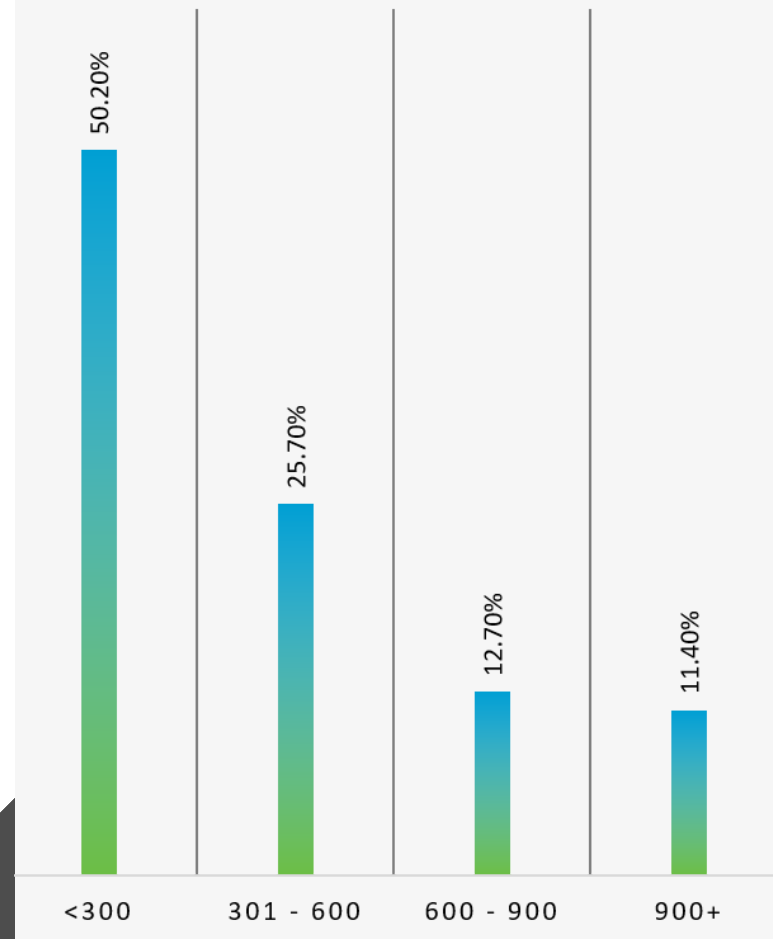
Debrief

INTRODUCTION

WRITING EMAILS ALLOWS US TO:

- Communicate with partners
- Communicate internally
- Ask questions
- Answer questions
- Clarify concerns

AVERAGE WORDS IN A
MARKETING EMAIL





BEST PRACTICES

Clarify writing tone

Understand reader's assumptions

Ensure timely responses

tone of writing



Unknown online



Too formal or
casual



Previous
experiences



Lacking clarity

ASSUMPTION OF READER



Acronyms and
lingo



Industry
knowledge



Context



Your motivations

ENSURING TIMELINESS



Ask clear questions



Include helpful information



Respond quickly



Response needed timeline

WHAT NOT TO INCLUDE

PLEASANTRIES

Hope you're well, how's life etc.
Respect time, omit them.

FORMALITIES

Asking to ask, sorry to bother, etc.
Directly ask questions.

REDUNDANCIES

Checking in, touching base, etc.
Reword statements differently.

REMINDERS

Circling back, per last email, etc.
Make clear requests.

EXAMPLE ONE

Hello Steven,

How are you?

As per our last email, I am just circling back to see if I could ask you if you were free for a phonecall sometime this next week. Is that okay? I think it would be a good idea to speak about the best way to move forward with the partner because they have been asking me about what we are able to provide when they go live. Thanks.

Best wishes,

DJ Jaeger

Training Manager | Genesis Financial Solutions, Inc.

1522 NW Greenbrier Pkwy, Suite 200 | Beaverton, OR 97006

503.941.3924

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How could this email be improved?

EXAMPLE ONE

Steven,

Are you free for a phone call or meeting this week to discuss how to move forward with Paul & Son's Construction before they go live on August 17th?

My Outlook calendar is up to date, so please schedule a time that works for you by the end of today.

Thank you,

DJ Jaeger
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Omit pleasantries, reminders, and formalities.
Increase directness and urgency.

EXAMPLE TWO

Good Morning Steven,

I hope your doing well! What's the whether like there?

We discussed meeting this week, but never set up a time. I wanted to see if we could talk about how we could help you here at Genesis. How about it? Sorry to bother you, but I wanted to touch base since I didn't hear from you.

Sincerely,

DJ Jaeger

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How could this email be improved?

EXAMPLE TWO

Hello Steven!

I would love to showcase how Genesis Financial Solutions could provide additional revenue for Steven's Roofing Company.

Are you available for a phone call on Thursday, August 29th at 11 am Pacific?

I look forward to speaking soon,

DJ Jaeger

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Omit pleasantries, reminders, and typos.
Increase clarity and goal of email.

EXAMPLE THREE

Hi Steven,

We talked about meeting this week last week, but never set up a time last week. I wanted to see if we could talk this week about how we could work together to help this partner? I hope we can meet soon. I didn't hear from you, so I wanted to circle back after our talk last week.

Warmest regards,

DJ Jaeger
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How could this email be improved?

EXAMPLE THREE

Hi Steven,

Can we meet on Wednesday at 11 am to discuss our strategy for supporting Aspen Dental?
Thanks!

DJ Jaeger
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Omit obtuse language.
Increase clarity and directness.



Questions & Answers

WHAT NEEDS CLARIFICATION?



**WHAT SHOULD
EMAIL WRITERS
KEEP IN MIND?**

**WHAT IS MOST
IMPORTANT TO
REMEMBER?**

LET'S PRACTICE!

TIME TO WRITE AN EMAIL OF
YOUR OWN



AUTHOR

You!

RECIPIENT

A coworker named Jenny

SUBJECT

You and Jenny need to meet this week to discuss a partner issue

MINIMIZE

- Pleasantries
- Reminders
- Formalities
- Redundancies

TIME

Take 10 minutes to write the email to Jenny

HOW DID WE MEET OUR GOALS?

WHAT WORKED BEST?

WHAT WILL YOU USE?