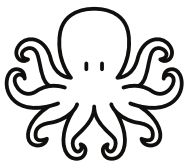


# a crash course in email etiquette

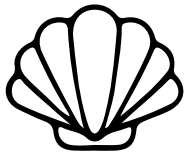
The average employee receives 100+ emails per day. This guide gives structure and best practices for crafting productive and professional digital communication.

## email anatomy



### SUBJECT LINE

- Specific, include 1-2 keywords
- No longer than 5-7 words
- Example: **Meeting Request for Week of 9/18/23**



### GREETINGS

- Known reader: Sir, Madam, Mr., Ms.
- Unknown reader: "To whom it may concern"
- Formal vs. casual (first name) depending on culture.



### EMAIL TEXT

- Introduction: Who you are & share reason for emailing. **My name is < > with Operations Dept.**
- Body: What the reader should do; imagine the reader's point of view & frame of mind as you write.
- Conclusion: Express gratitude, end on positive note. **I appreciate, I look forward to, I am glad, etc.**



### CLOSURE

- Sign off: **Respectfully, sincerely, kind regards, best, etc.**
- Default email signature: Name, position, contact info, location, time zone, company logo



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## best practices

### **AVOIDING MISCOMMUNICATION**

- *Avoid emotionally charged conversations via email. Address in person (best) or phone call.*
- *Use emojis, as appropriate, to convey emotions (smiley face, exclamation points, can prevent tone from sounding aggressive).*

### **UNDERSTAND THE RECEIVER**

- *Mirror the style of the receiver. **How do you communicate and how do others perceive this?***
- *A few communication dimensions to consider:*
  - *Direct, brief communication VS. detailed and directed.*
  - *Expressing feelings and asking about others' feelings VS. focusing on facts and tasks.*
  - *Formal, use of titles, focus on work only vs. casual, first-name, chatting about work and personal life.*

### **PROFESSIONAL COMMUNICATION**

- *Option to add "sent from iPhone" in signature for emails from one's phone so others understand why your communication is brief.*
- *Grammarly or generative-AI program to spell and grammar-check.*



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## think carefully when using these phrases.

- **“Per my last email”** = Could be a gentle reminder, or could be an accusation that the person doesn’t read their emails and is irresponsible.
- **“As discussed”** = Could be recalling a prior conversation, or suggesting the receiver has completely forgotten and that you expect to need a paper trail.
- **“Reattached for your convenience”** = Could be a help, or could be suggesting the receiver’s incompetence to see the first attachment.
- **“Correct me if I’m wrong”** = Could be a genuine clarification, or it could be a passive-aggressive way of calling the receiver out on a mistake.
- **“Thanks in advance”** = Could be a way to express genuine gratitude for a request, or a tactic to prevent collaborating with the receiver on a plan of action before moving forward.
- **“Any updates on this?”/“Friendly reminder”** = Could be a simple ask or reminder, or suggesting the receiver is taking too long and needs to hurry.

