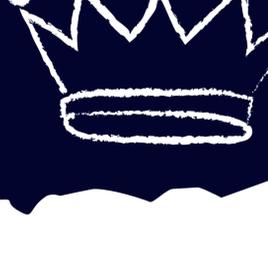


Golden rules for email writing

Every email sends a message that reflects your brand. But only well written emails send the right message.

Here's how to write emails that voice your values and save you (and your readers) time.



Keep it clear

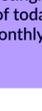
Be specific with your subject

The perfect subject line encapsulates the main point of your email. Use it to tell recipients exactly what your email is about. (And never leave it blank!)

 Meeting	 Meeting request to discuss staff pony riding day
FYI	Pony ride delayed until next week
Review	Your quarterly review at 1pm today

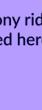
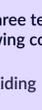
Break it up

Aim for no more than three sentences per paragraph. Important points can even stand alone. Use sub-headings to break up longer emails. And consider bulleted lists wherever possible.

 Can you please review and print the monthly report? Then go through the report with everyone who is presenting. You'll also need to prepare the board room for an all-staff meeting. This needs to be done by the end of today in preparation for tomorrow's monthly meeting.	 Today's tasks for tomorrow's monthly meeting: <ul style="list-style-type: none">• Review and print monthly report• Brief presenters• Prepare the board room
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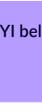
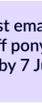
Identify your attachments

Let the recipient know the attachment is there with direct language. And use universal file types like PDF, RTF and JPG.

 Please find the pony riding tender responses attached herewith.	 I've attached three tender responses from the following companies: <ol style="list-style-type: none">1. ABC Pony Riding2. Ponies R Us3. Ride on Time
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Clarify when you forward

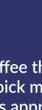
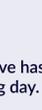
When forwarding, don't throw your recipients a long email thread without direction. Give them the rundown of what's been discussed. And let them know exactly what you require.

 FYI below	 See Tracey's last email below for details about our staff pony riding day. RSVP by 7 June.
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Cut the clutter

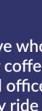
Get to the point

Your first sentence should explain what the email is about, and the required response or action.

 Hi Tracey, Thanks for the coffee this morning. I really needed a pick me up after that meeting. Dave has approved our staff pony riding day.	 Hi Tracey, Good news: Dave has approved our staff pony riding day.
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Reveal your request

If you require any type of action from your recipient, bring that request to the top of your email. Don't sandwich it between other unimportant pieces of information.

 Hi Tracey, You'll never believe who I bumped into on the way to our coffee catch up. It was Jerry from the old office! Can you please review those pony ride company suggestions? I've looked at a few, but I'm not sure which one is the best.	 Hi Tracey, Can you please review those pony ride company suggestions?
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Avoid pointless sayings

Many common email phrases are just wordy time-wasters. Shorten them - or leave them out altogether.

 I trust this email finds you well. Thanking you in advance. Please do not hesitate to contact me if you have any questions or concerns.	 [Delete] Thank you. Please call if you have any questions.
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Perfect your tone

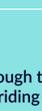
Watch your greetings and signoffs

Using the appropriate greeting and sign-off is crucial to building relationships. Carefully consider your recipient. And stay consistent once you decide.

 Tracey [too abrupt] Hey Tracey [too familiar] To whom it may concern [too impersonal] Cheers [too friendly] Yours sincerely [too formal]	 Hi Tracey Good morning/afternoon Tracey Hello [if you have never met] Kind regards Many thanks
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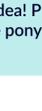
Remember we're all human

Your email should get to the point - quickly. But to build a connection with clients, customers and colleagues, a sprinkle of humanity can go a long way.

 Hi Tracey, Can you send through the photos from yesterday's pony riding day?	 Hi Tracey, How fun was yesterday's pony riding day! I saw you were taking photos, could you please send them through?
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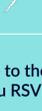
Tether your text speak

Don't use text speak unless you know the recipient *really* well.

 OMG, this is 2 cool! Pls share the deets for the pony riding day pronto!	 What a great idea! Please send me the details for the pony riding day ASAP.
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Keep it positive

Make your message direct and professional, but polite. If you're unsure about the tone of an email, have someone else read it before you send it.

 You can't come to the pony riding day unless you RSVP by Friday.	 Please RSVP by Friday to secure your spot for the pony riding day.
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Don't rage write

It can be tempting to respond immediately to an email that makes your blood boil. Draft the email if you must. But allow time for your anger to settle before sending. This gives you a chance to change anything you'll regret saying.

 A pony riding day is so exclusive! I have a fear of horses, so there's no way I'm coming!	 Could we please consider a different about activity? I'm not very confident about riding a pony.
--	---

Respect the rules

Be picky with punctuation

Only use punctuation like exclamation marks, question marks and ellipses where appropriate. Don't abuse them for poetic effect.

 Hi Tracey!!! The quote for the pony riding day should be in your inbox.....???	 Hi Tracey, The quote for the pony riding day should be in your inbox.
--	---

Be careful with caps

All-caps comes across as shouting - and no-caps makes you look like a lazy teenager.

 the hr manager will be in the melbourne office today. PLEASE RESPOND.	 The HR Manager will be in the Melbourne office today. Please respond.
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TOP TIP: Know when to pick up the phone or meet someone face-to-face

For complex, long or serious conversations, email is not the best medium. While it seems easier just to send an email, calling or meeting with the other person is a more professional and personal way to handle sensitive situations.

Would your team benefit from a refresher on effective email writing?

[Learn more](#) about our business writing workshops.

