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Communication Skills
Email Writing



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Agenda

1. Anatomy of a good email
2. Email formatting
3. Tips, notes and common mistakes

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2. Email Writing



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Email Writing

- Email writing is a vital aspect of business communication.
- To write good email is to know what common mistakes to avoid.

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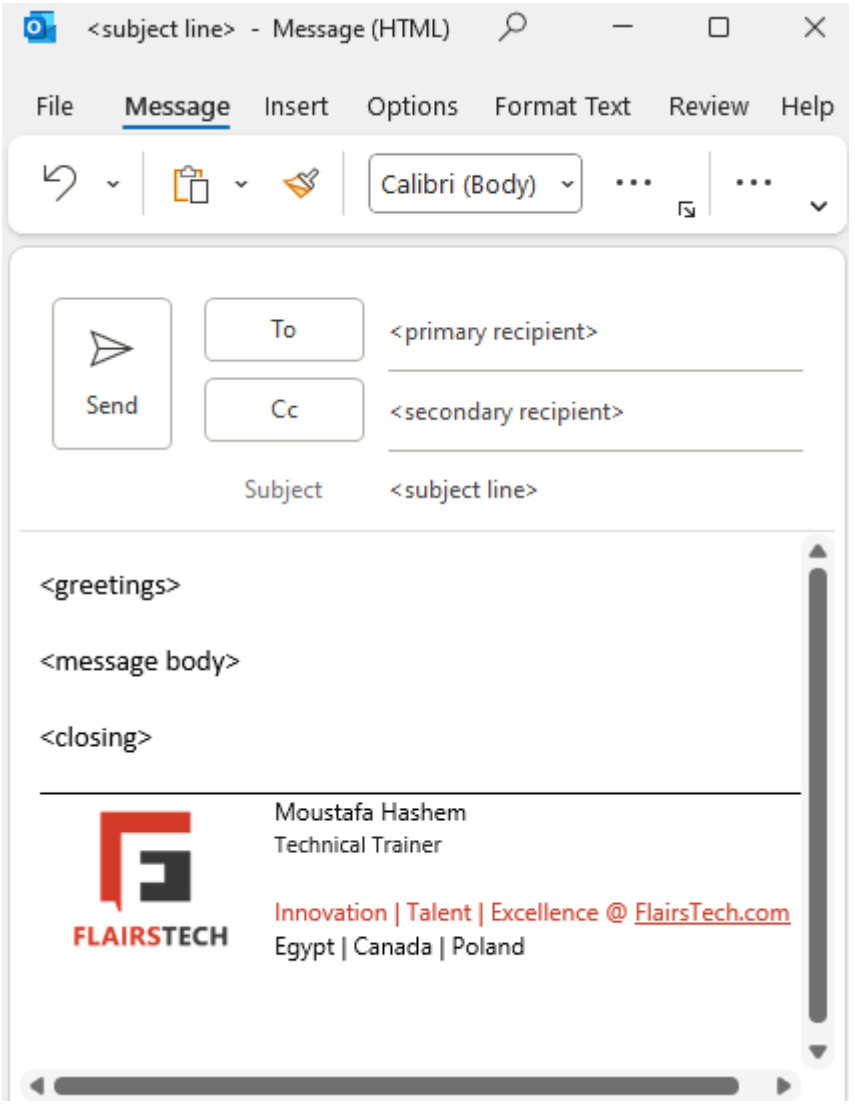
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Email Writing

Anatomy of a good email

Every email written has the same basic structure:

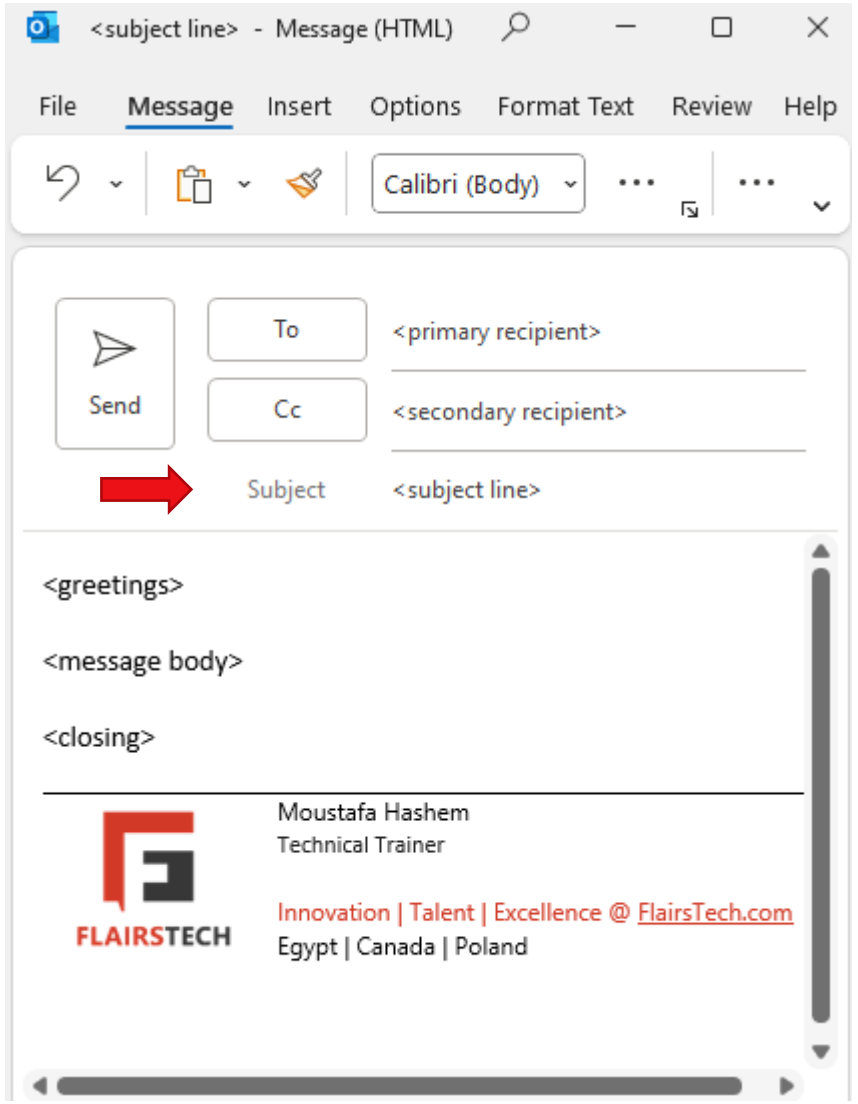
- Subject line
- Greeting
- Body
- Closing



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Email Writing
Subject line

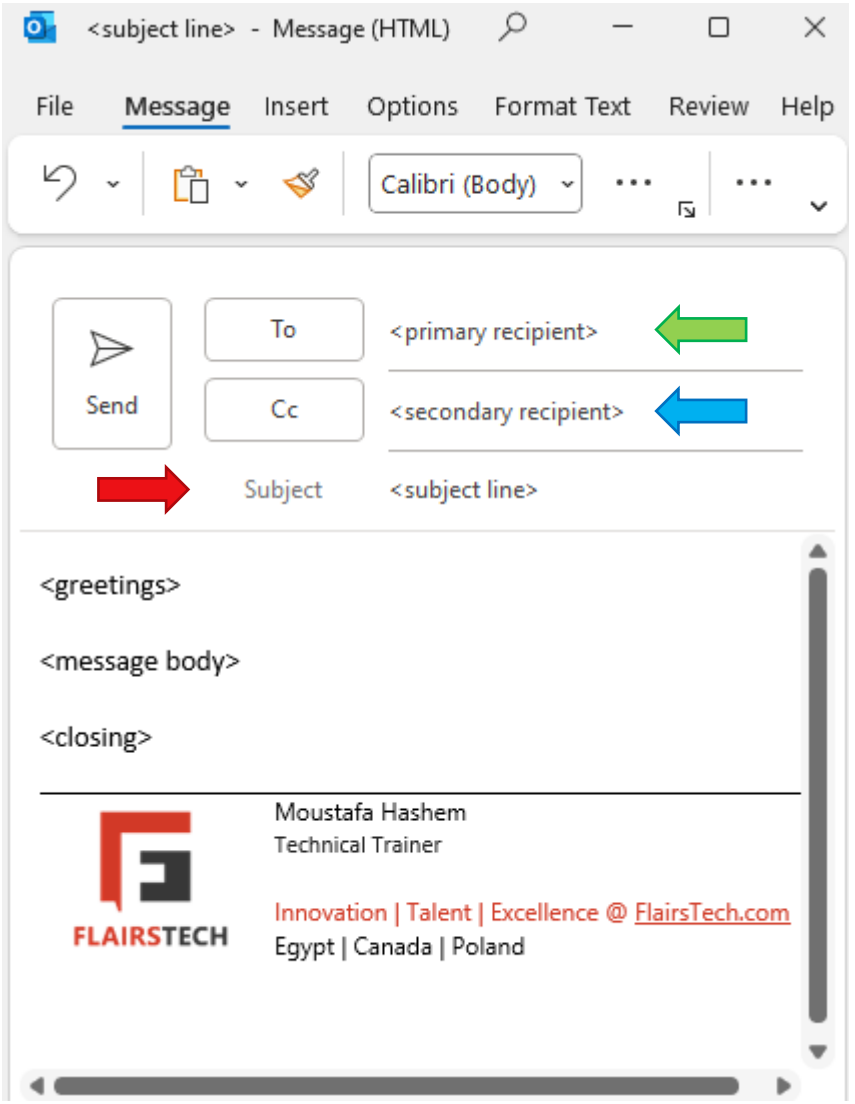
- The most important part of the email
- Entices people to open the message
- Sets expectations about the message's content



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Email Writing
Subject line

- Know **who you're addressing the email to**
- Know **who to add in the Cc** section
- **Know your subject**

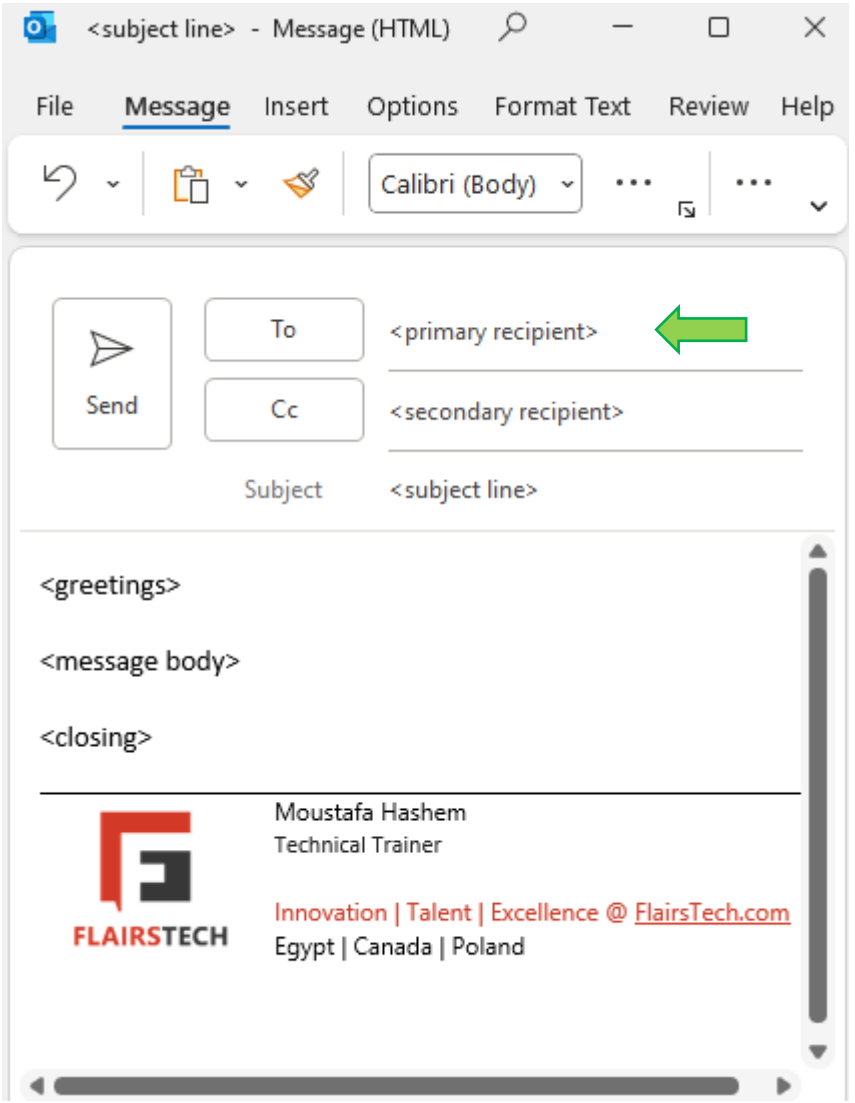


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Email Writing
Subject line

Know **who you're addressing the email to:**

- To: the main recipient who needs to reply or take an action based on the email content



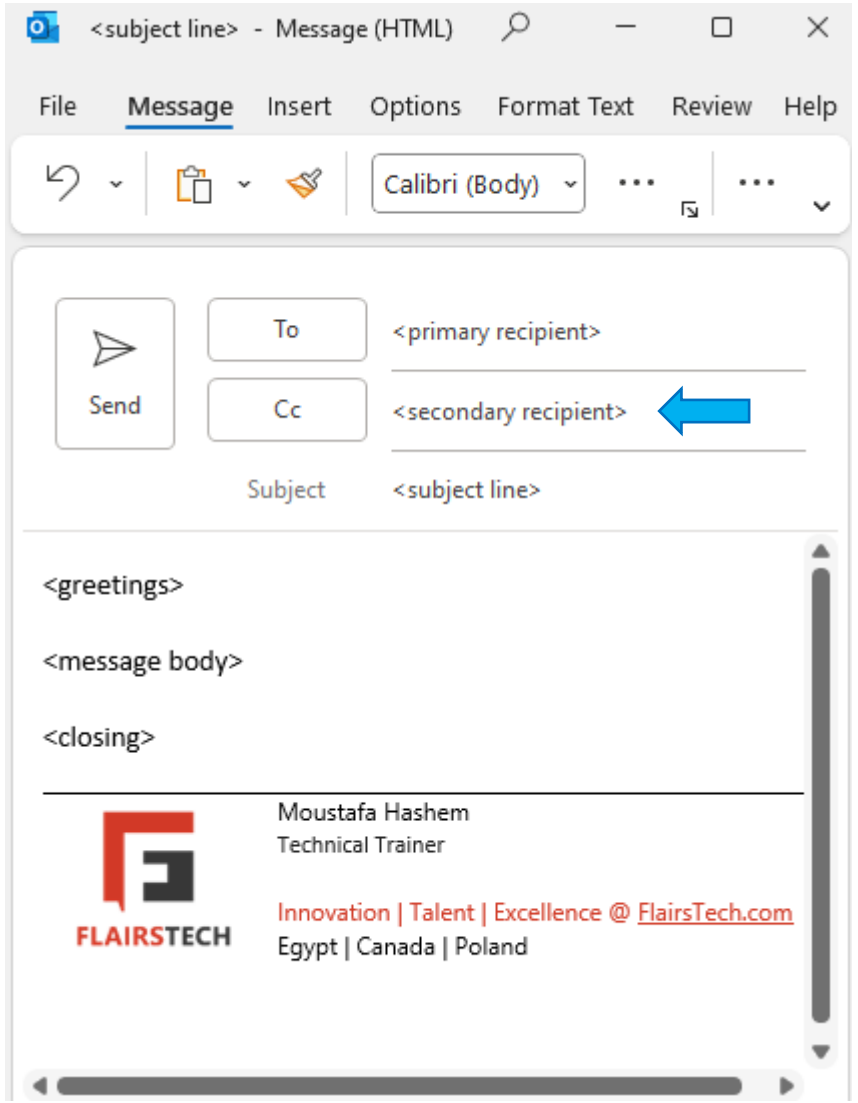
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Email Writing
Subject line

Know **who to add in the Cc** section:

- Cc: the secondary recipient(s) who need to receive the email for reference, but do not necessarily need to take an action nor reply.
- When adding more than 1 recipient in Cc, stick to the organizational hierarchy

CEO → Director → Manager → Senior Employee → Junior Employee

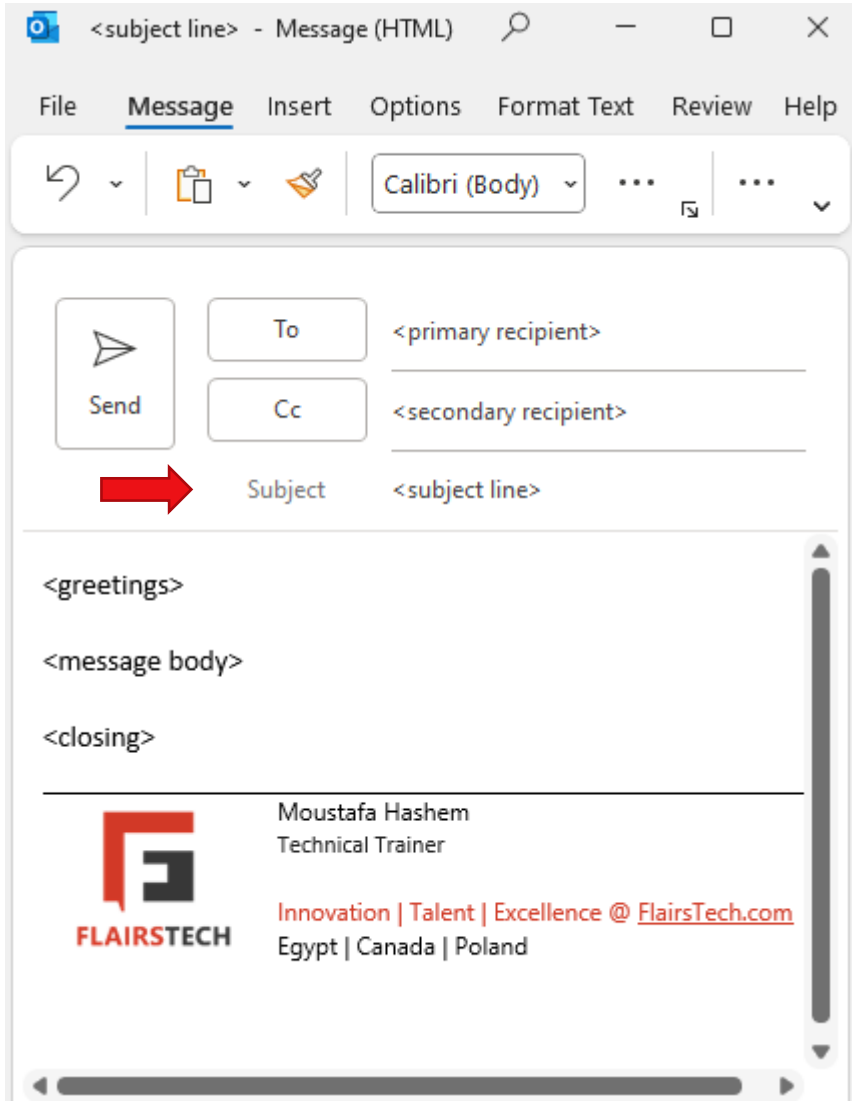


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Email Writing
Subject line

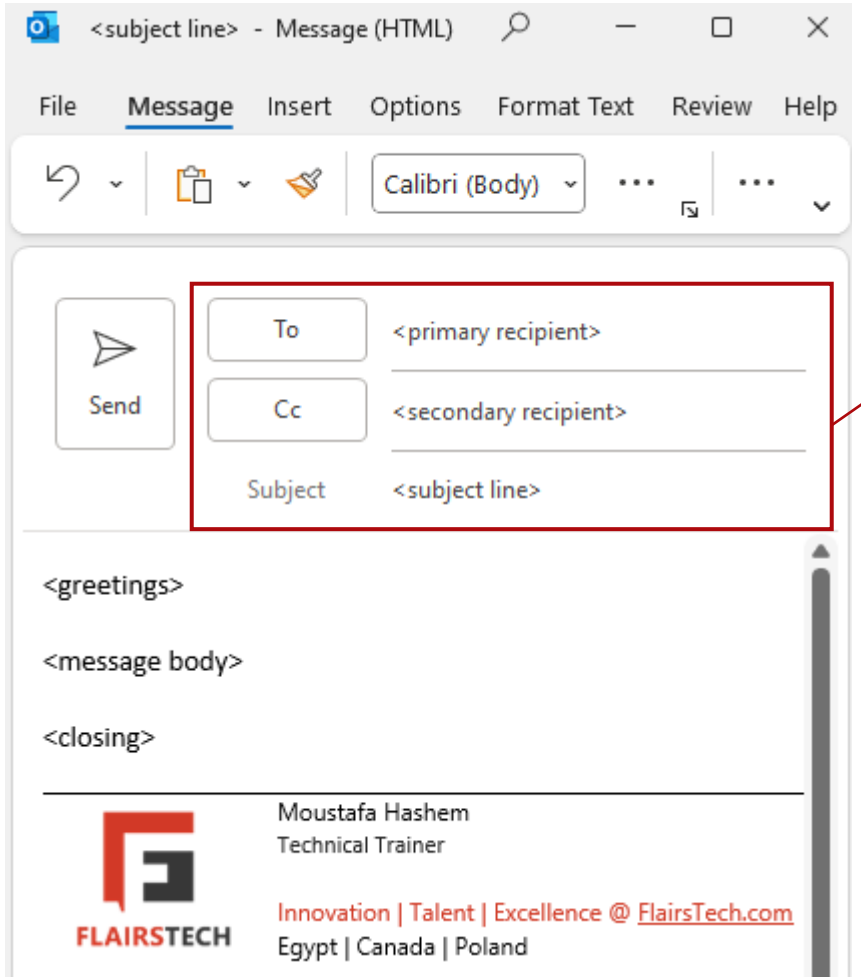
Know your subject:

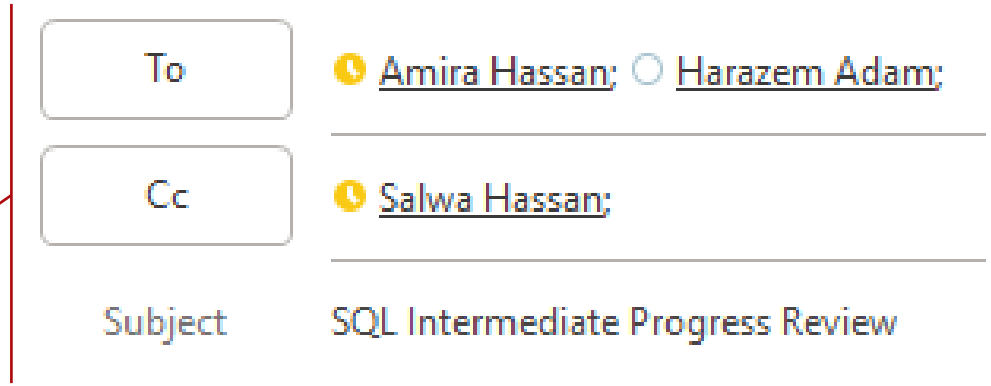
- Include a clear and direct subject line
- 3 to 8-word overview of the content
- Address the recipient's concerns or interests
- Avoid using one-word subjects or 'Please read'



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Email Writing
Subject line - Examples



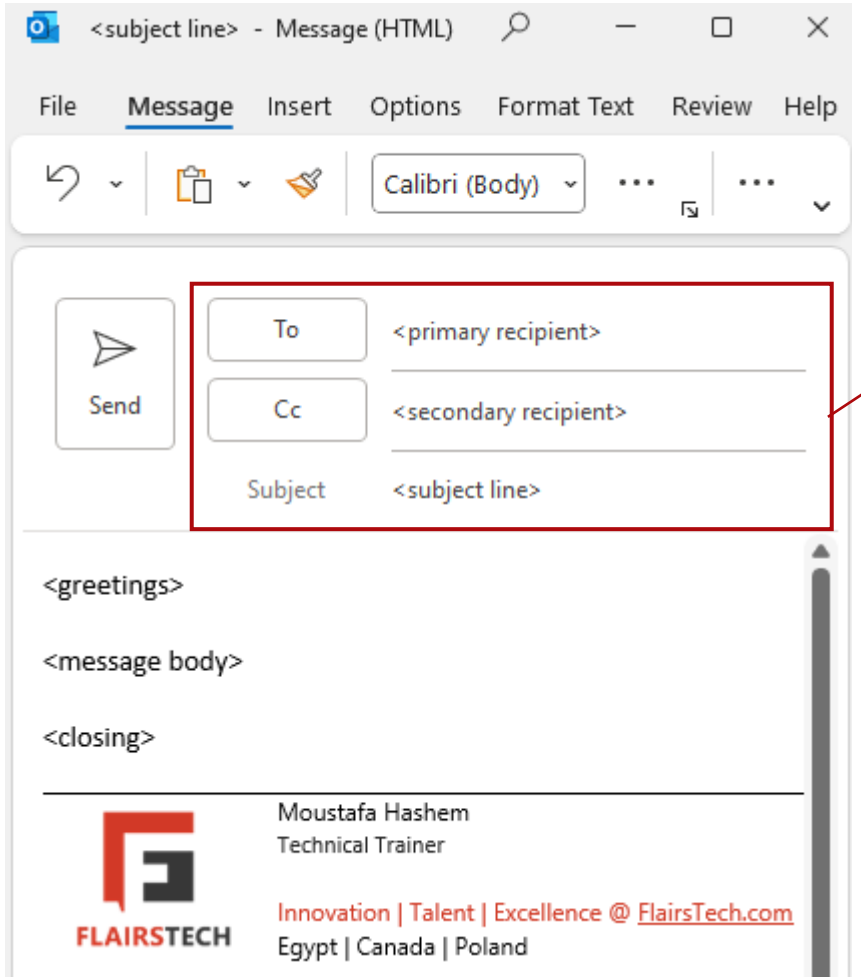


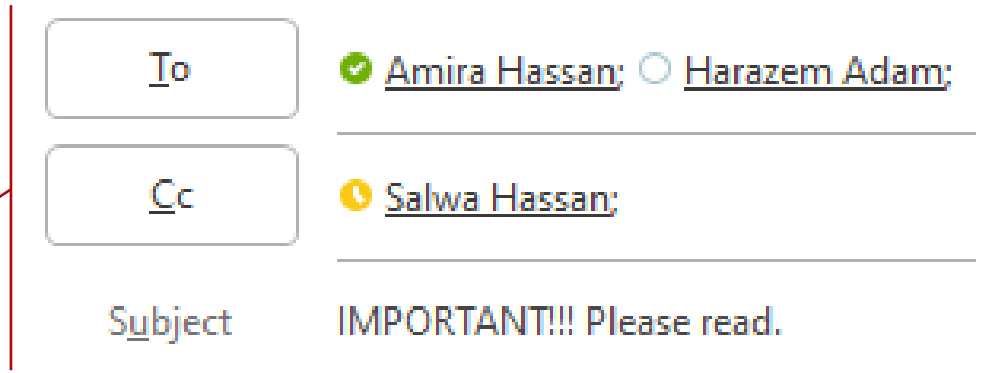


Main recipients
Secondary recipient
Concise subject

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Email Writing
Subject line - Examples



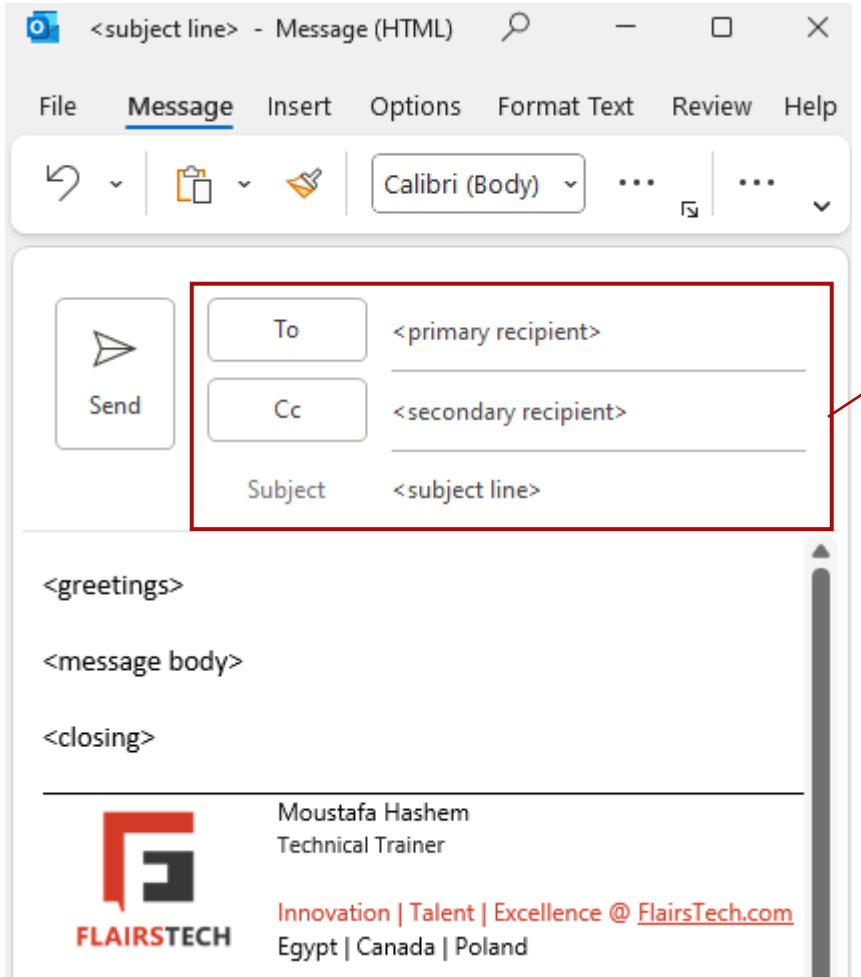




All caps
Exclamation marks
Subject makes no sense

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Email Writing
Subject line - Examples



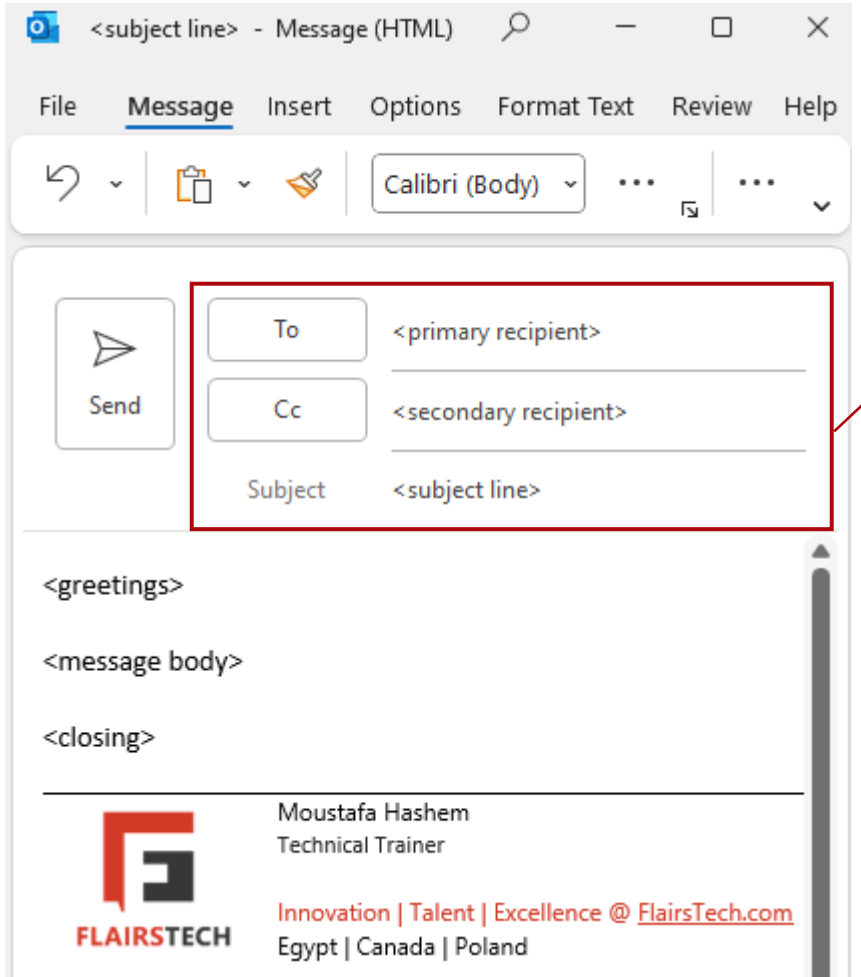


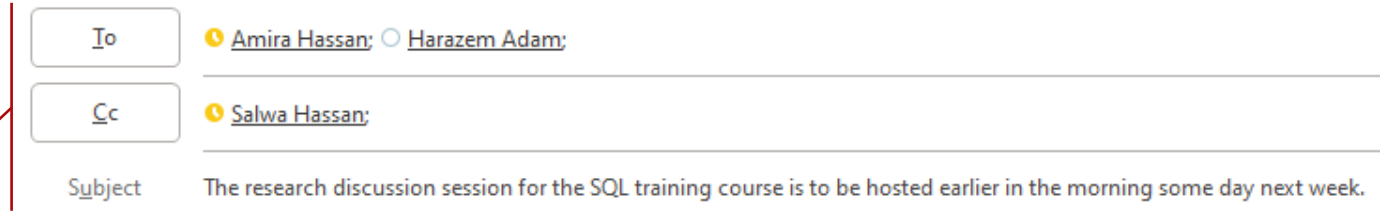


Subject clear and concise

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Email Writing
Subject line - Examples



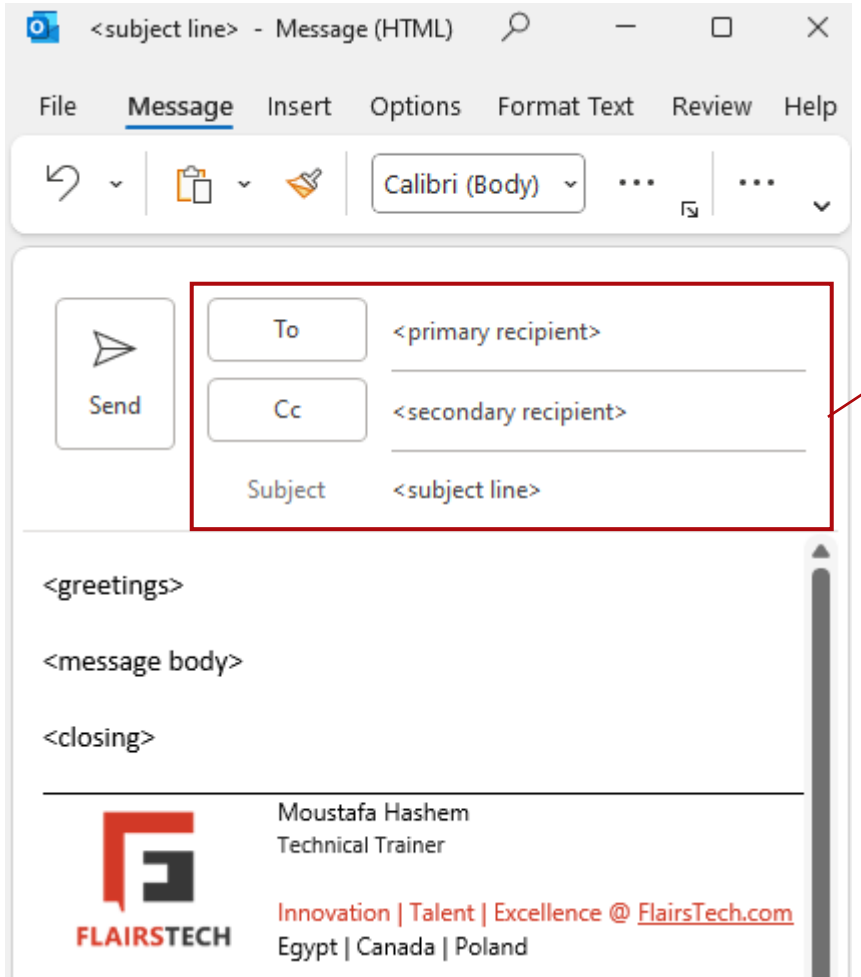




Subject is too long
Subject is ambiguous

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Email Writing
Subject line - Examples



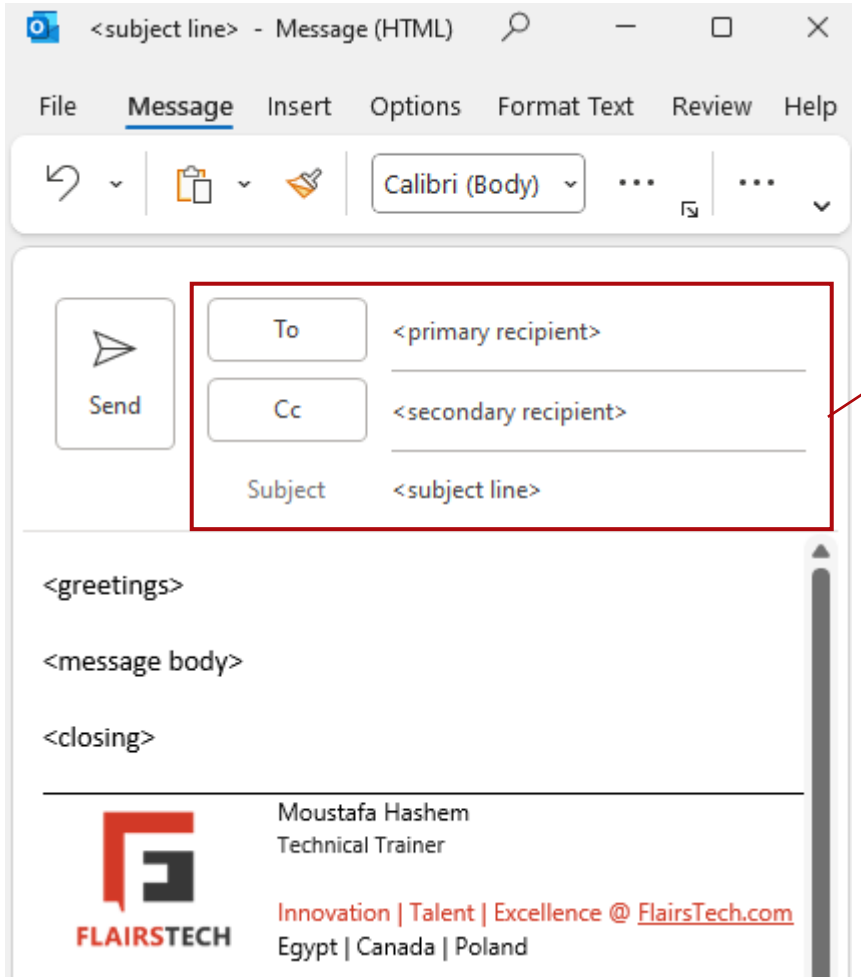


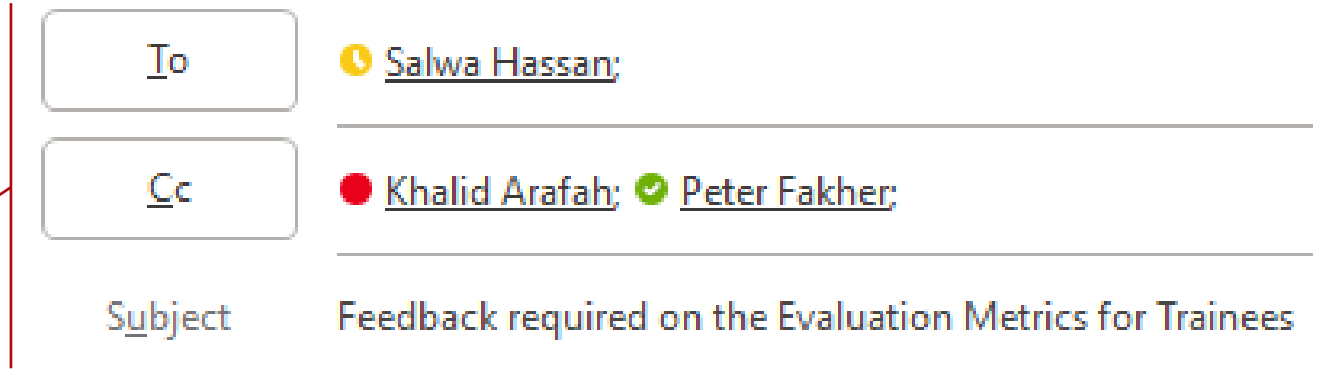


Concise subject
Correct order of hierarchy
(Director → Manager)

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Email Writing
Subject line - Examples



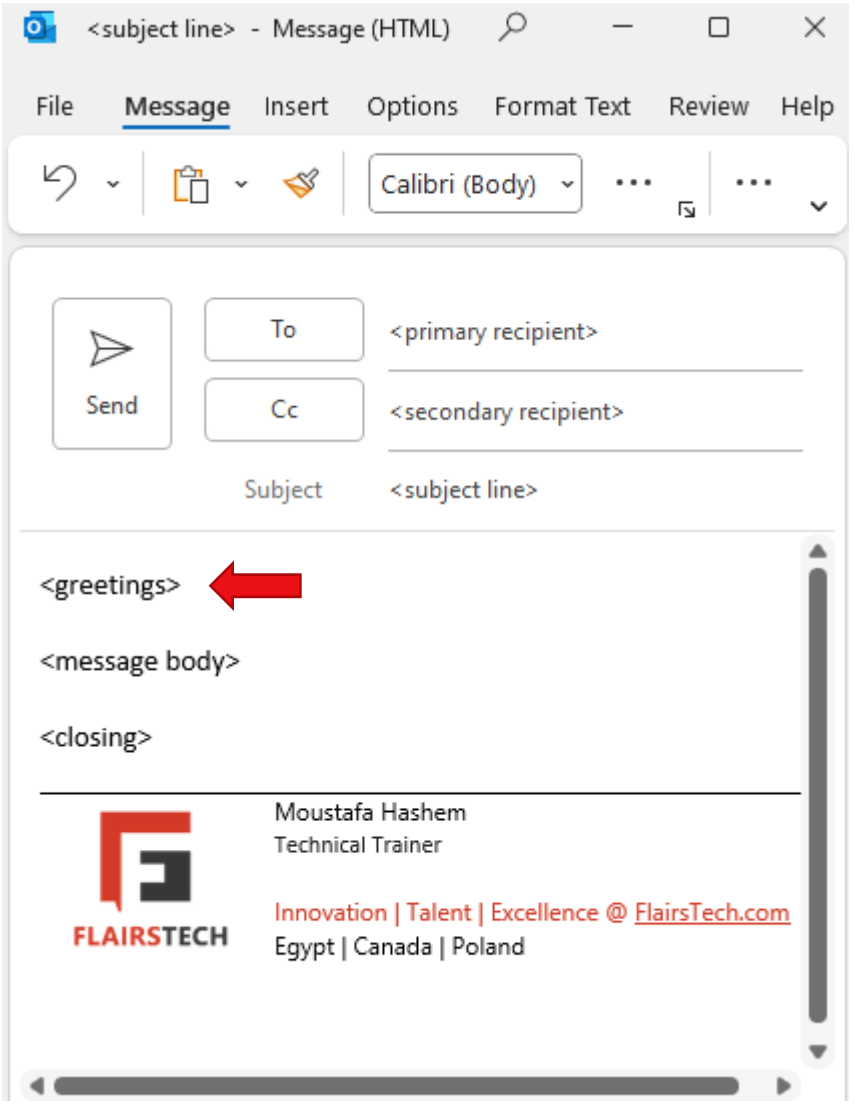


Incorrect order of hierarchy
(Manager → Director)

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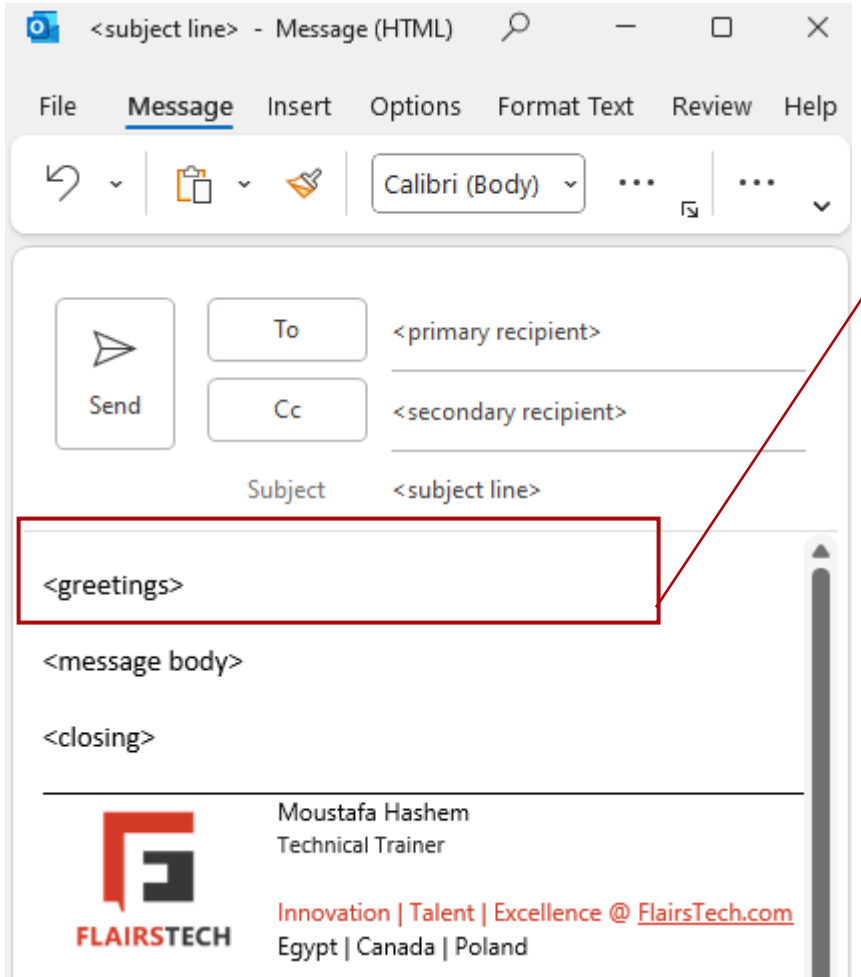
Email Writing
Greeting

- You'll want to include a quick greeting to acknowledge the reader before diving into your main message/request.
- Try to match the recipient's level of formality.
- Do not go too friendly.



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Email Writing
Greeting - Examples



Hello Harazem,

Hi Harazem,

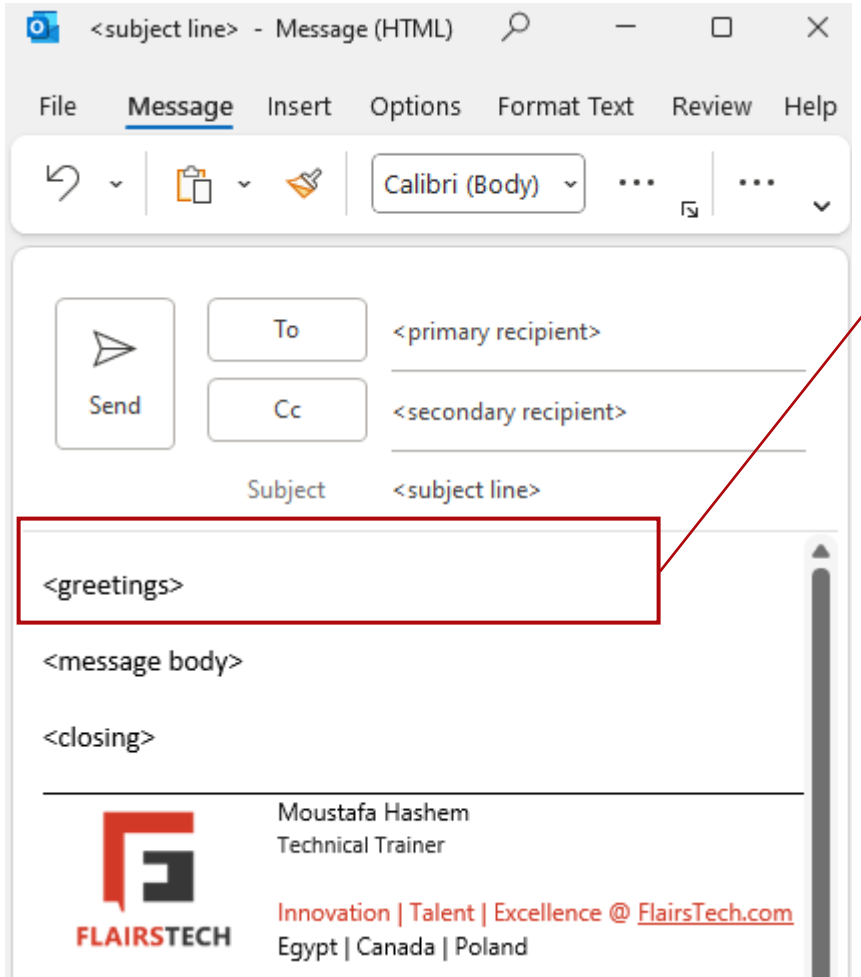
Dear Harazem,

Hi / Hello everyone,

Simple, friendly and direct

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Email Writing
Greeting - Examples



Hey Zem,

Hi Harsem,

To Whom It May Concern,

Dear Sir,

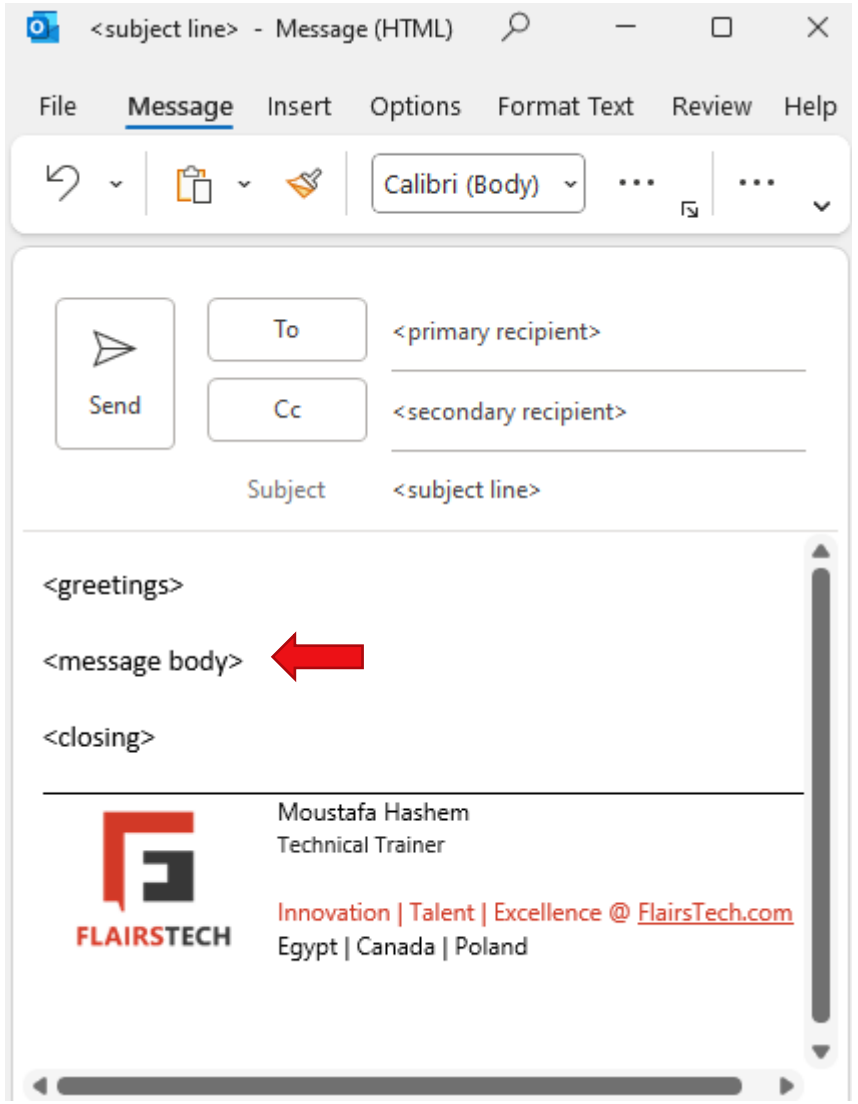
Hello Dear,

Informal
Disrespectful
Cold

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Email Writing
Body

- The body of an email is the core of your message. It must have a clear and specific purpose.
- It should be concise for recipients to be more inclined to read it rather than skimming through and missing information.



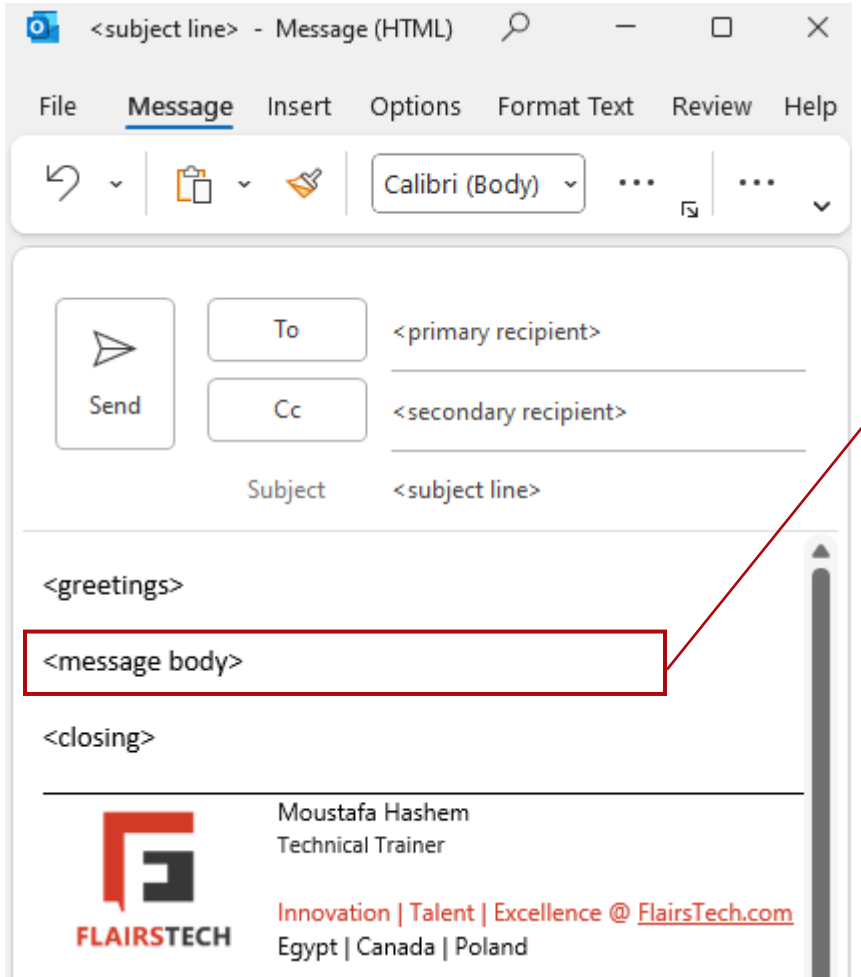
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Email Writing
Body – Purpose

- The email should address only one thing, with one purpose.
- Provide a summary of the issue/request/statement at the beginning of the email after the greeting.
- Be professional, concise and direct.
- Have the bottom line of the email on top.
- Don’t hide your request or it can be easily overlooked.

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Email Writing
Body – Purpose Example



1. Question 1? (short and concise)
2. Question 2? (short and concise)

The project's proposal is due Friday, so if you can have the information listed above sent to me by Thursday @ 2 pm, I should have plenty of time to proof-read and put it all together.

Questions listed at the start to focus the attention
Questions are numbered
Reminds and creates a sense of urgency

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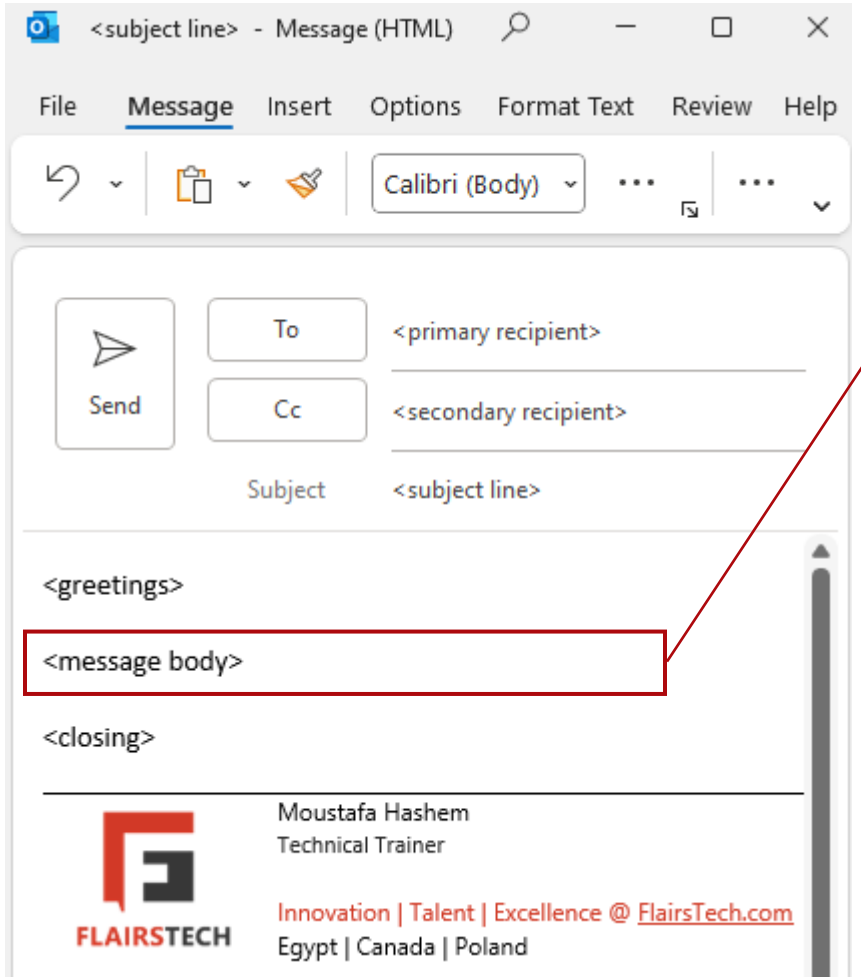
Email Writing
Body – Details

- Use short paragraphs, numbered lists and bullet points to organize the information.
- Use headings to breakdown concepts and allow the reader to skim.
- If you have a file attached, refer to it in the email and clarify to the reader what it contains and if they should take any action.

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Email Writing
Body – Details Example



I've attached my findings on [...] as a PDF for your review.

The report covers the following points:

- Point 1
  - Brief description
- Point 2
  - Brief description

Hopefully you find this information useful. Don't hesitate to reach out if you have any questions at all, I am happy to help.

Short and simple
Information written in points

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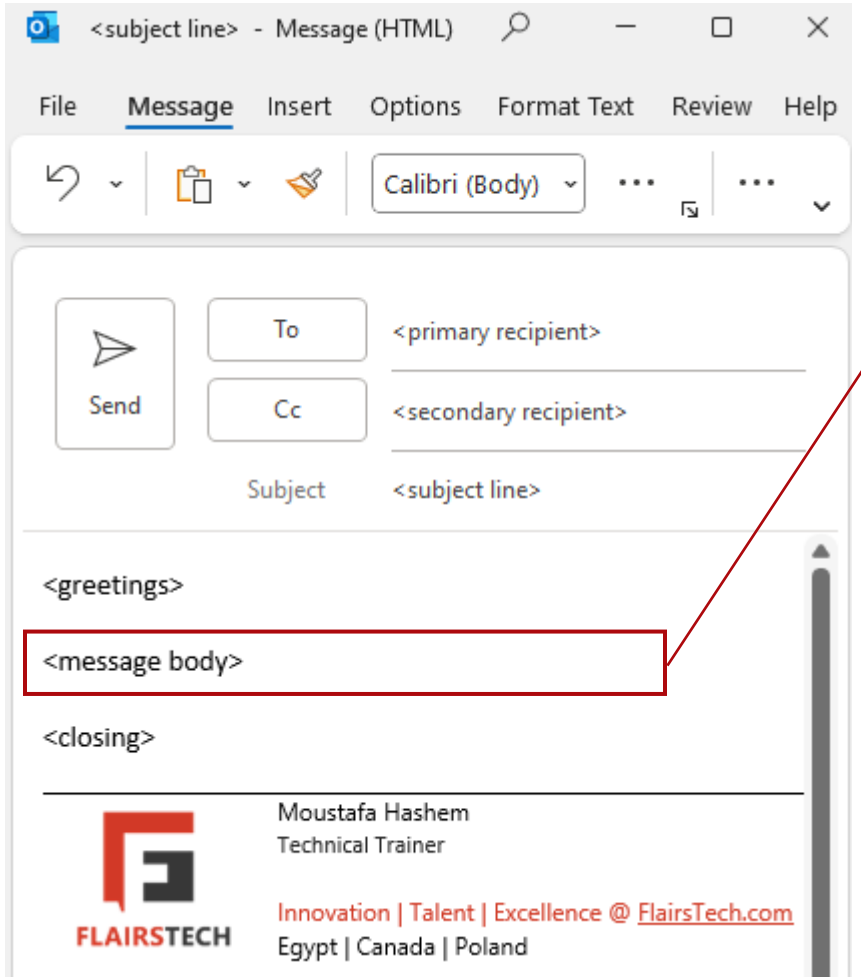
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Email Writing
Body – Call to Action

- Near the end of the email, include a specific call to action.
- It should be clear and leave no confusion to your request.
  - The specific desired action.
  - The timeline/due date of the action.
  - Clarification of tasks and expectations to allow the recipient to respond more effectively.

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Email Writing
Body – Call to Action Example



A meeting is scheduled for tomorrow, Tuesday @ 6 pm to discuss the following points so we can move forward:

- Point 1
- Point 2

Kindly be present 15 minutes before our meeting and prepare any points you'd like to discuss beforehand. The meeting's duration should be no longer than 1 hour.

A timeline is provided
Tasks and expectations are clarified

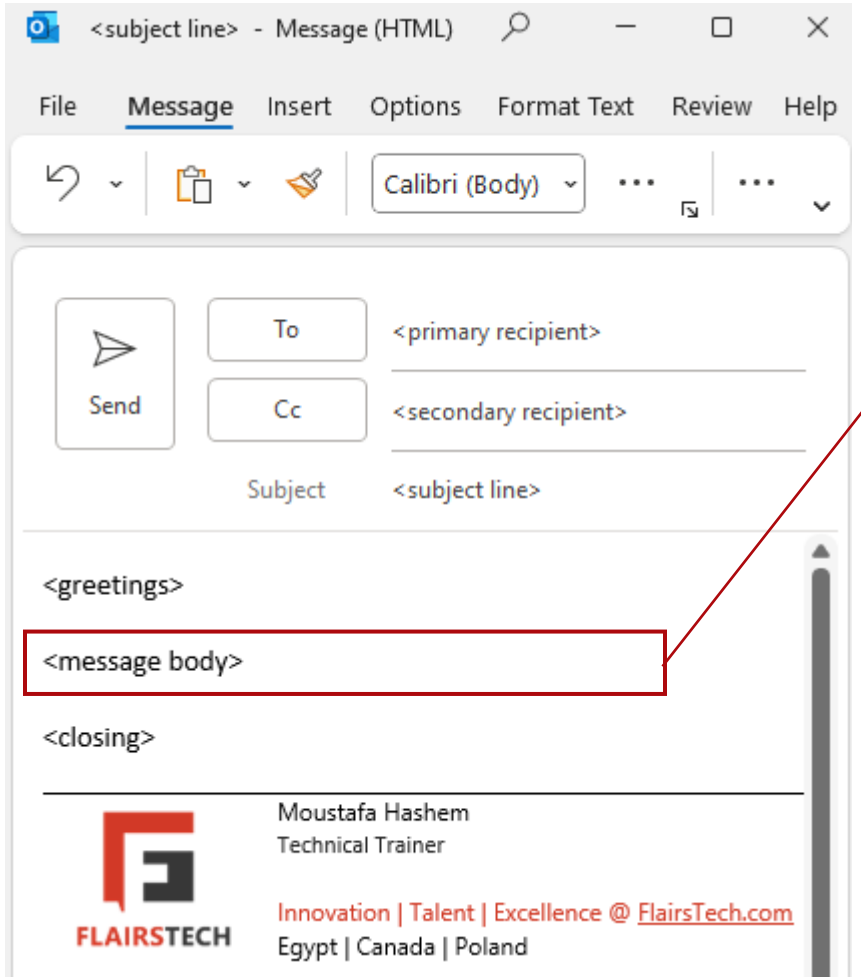
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Email Writing
Body – Appreciation

- Say ‘Thank you’ in the first sentence.
- Make the recipient understand exactly what it is you’re appreciating.
- Keep it brief with short sentences and use punctuations.

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Email Writing
Body – Appreciation Example



Thank you for the effort you made in identifying and solving this pressing issue.

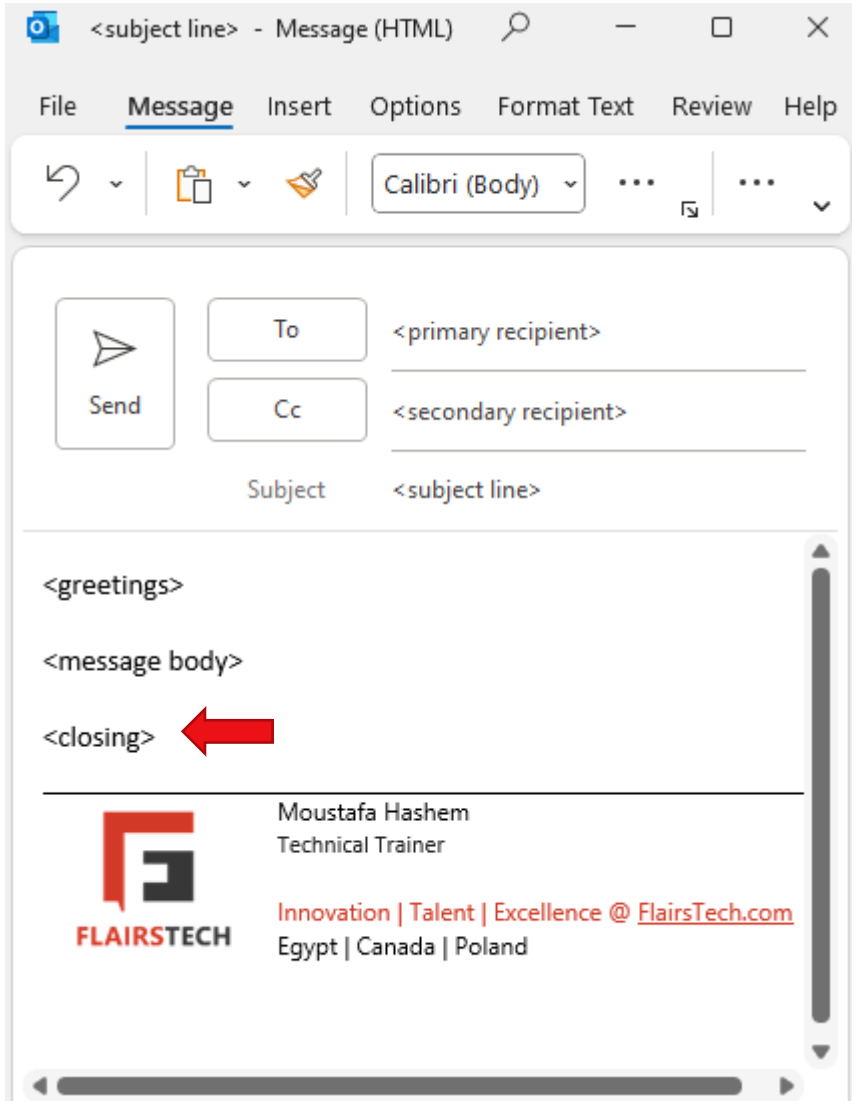
You did a great job!

Appreciative, brief and to the point.

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Email Writing
Closing

- Just as you start things right with your greeting, you also want it to end well.
- Write a friendly closing like one of the following:
  - Thanks,
  - Best,
  - Regards,
  - Sincerely,
  - Respectfully,



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Email Writing
Body – Formatting

- Keep your font on the default size.
- Avoid using unreadable fonts, stick with the default Calibri font.
- Use **bold** for headings and to emphasize important text. It catches the eye of readers.
- Use *italics* to put emphasis on a specific area of a sentence.
- **Avoid using color, it's unprofessional.**

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Email Writing
Body – Formatting

- Use periods, commas, semicolons, colons and question marks in an appropriate way.
- Don’t write in CAPS. It’s considered SHOUTING and is hard on the eyes. Only the initial letter of a person is in uppercase.
- Don’t use slangs or informal words ‘4 u’, ‘that’s gr8’. It’s unprofessional.
- Don’t use abbreviations like BTW

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Email Writing
Tips and Notes

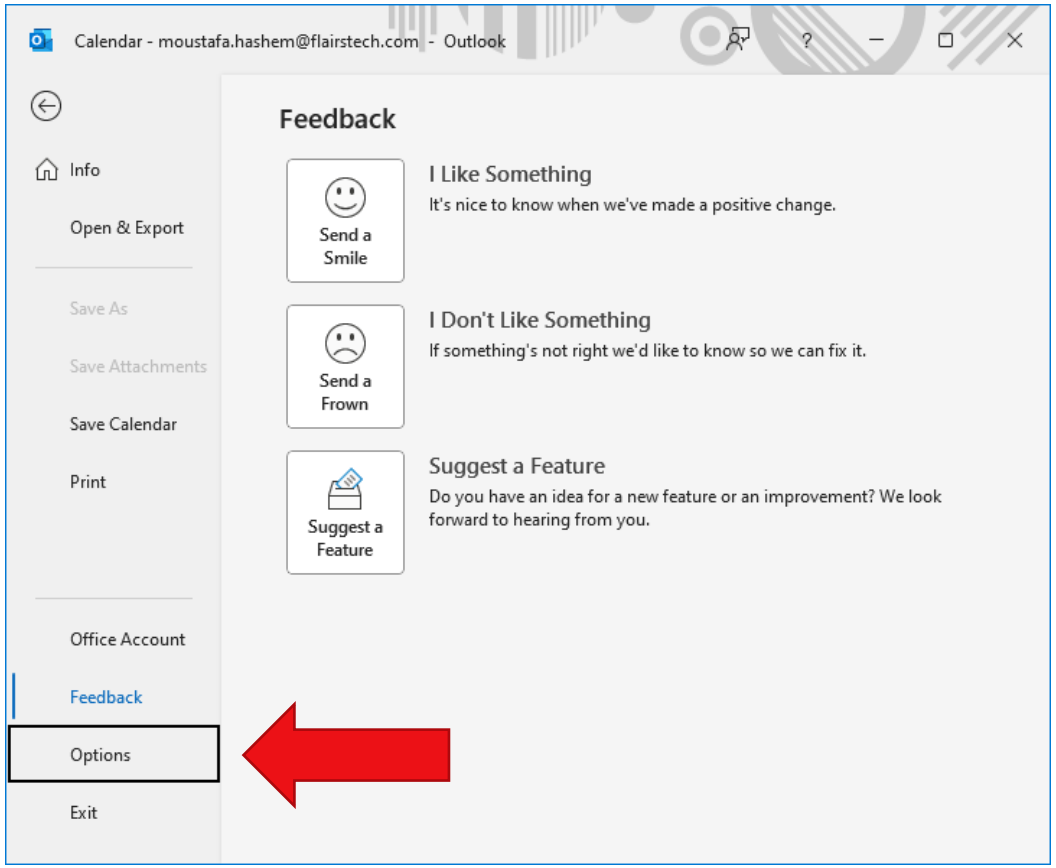
- **Set up your Outlook signature**



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Email Writing
Tips and Notes

- **Set up your Outlook signature**

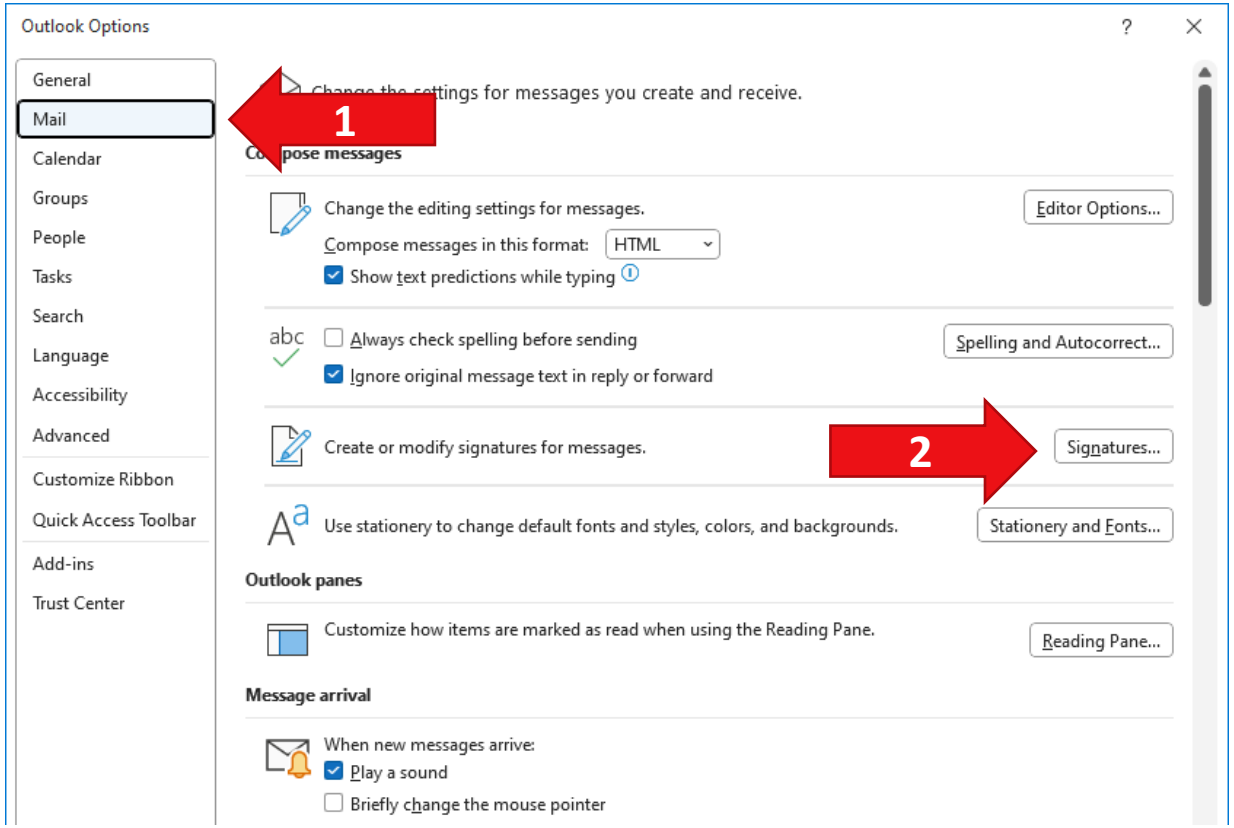


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Email Writing
Tips and Notes

- **Set up your Outlook signature**

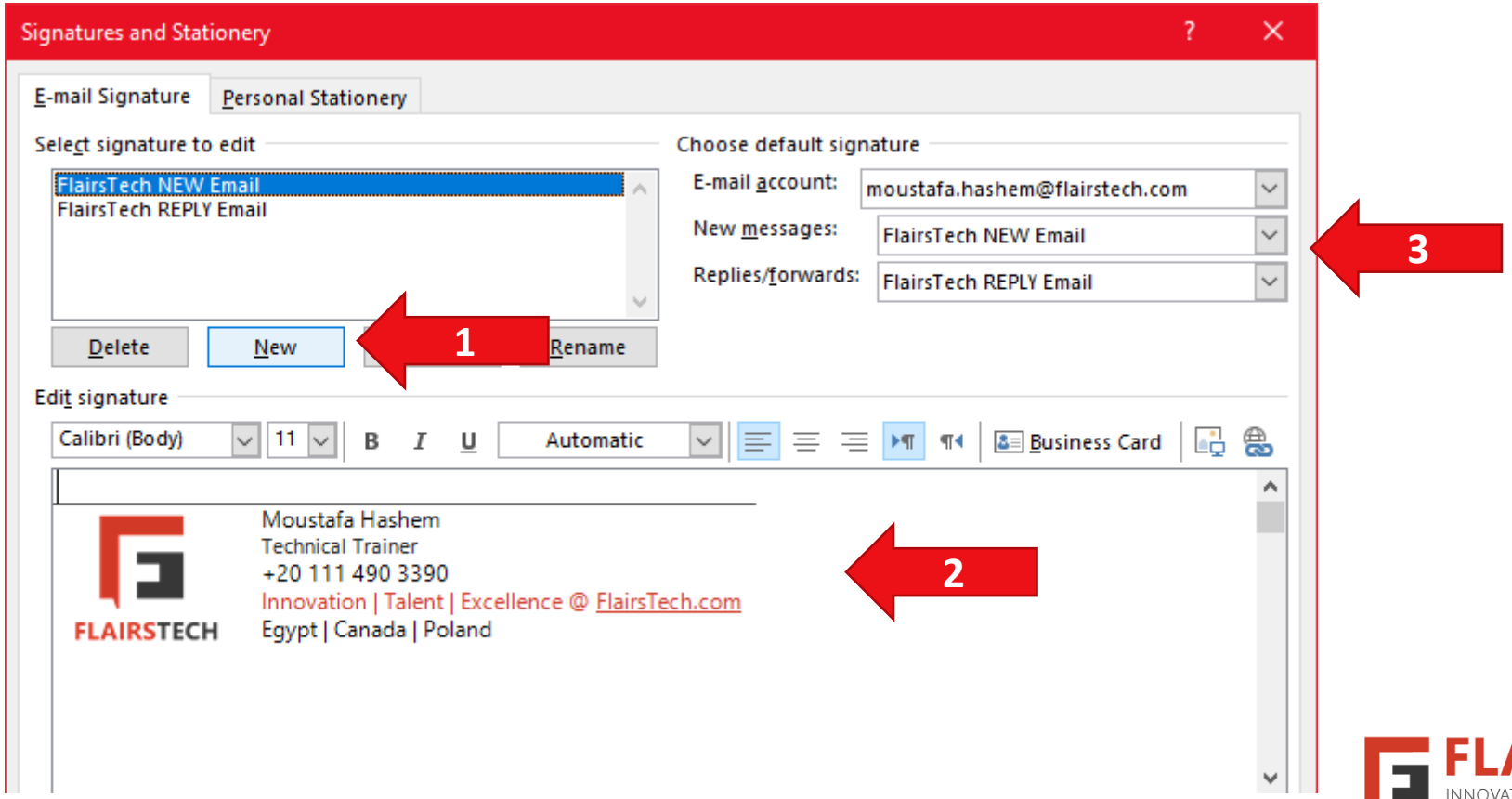


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Email Writing
Tips and Notes

- **Set up your Outlook signature**



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Email Writing
Tips and Notes

- **Reply to important/urgent emails as soon as you can**
  - If you're unable to answer immediately, acknowledge that you've received the email and you'll respond as soon as you can.
- **Reply in a timely manner to normal emails**
  - If you forget, apologize when you receive a reminder. Based upon the relationship between you and the sender and the email's importance.

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Email Writing
Tips and Notes

- **Avoid sending non-urgent emails on weekends and holidays**
  - You're conveying that you expect the recipients to be working and ready to reply to your email. Instead, schedule the email to be automatically sent on the first day of the week.

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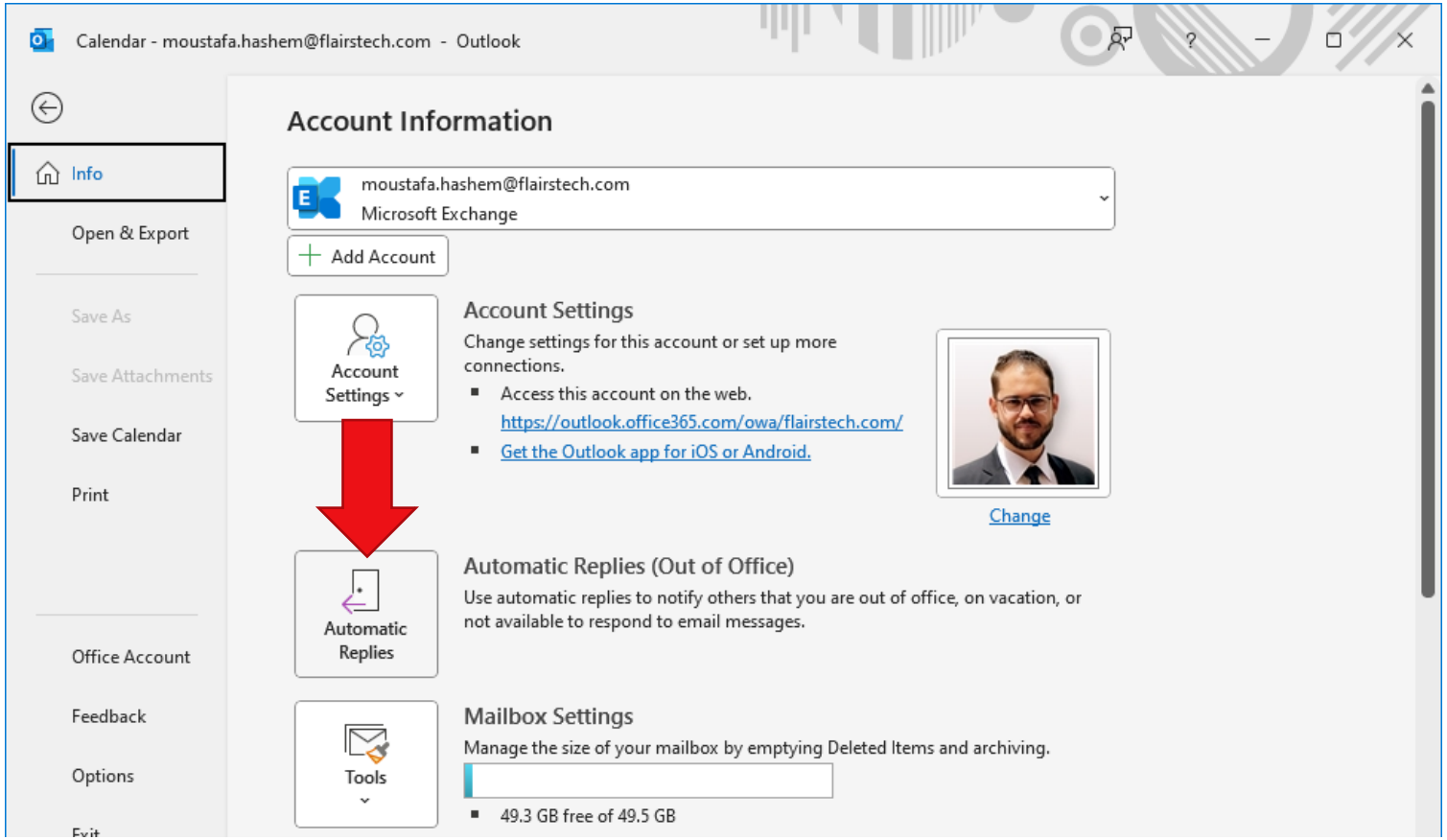
Email Writing
Tips and Notes

- **Don't flag an email as urgent if it isn't inherently critical and time-sensitive.**
- **Make sure to respond to meeting invitations**
- **If you're on leave; make sure to set up your Automatic Reply (Out of Office) to reflect your status.**

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Email Writing
Tips and Notes

- **Automatic Reply (Out of Office):**

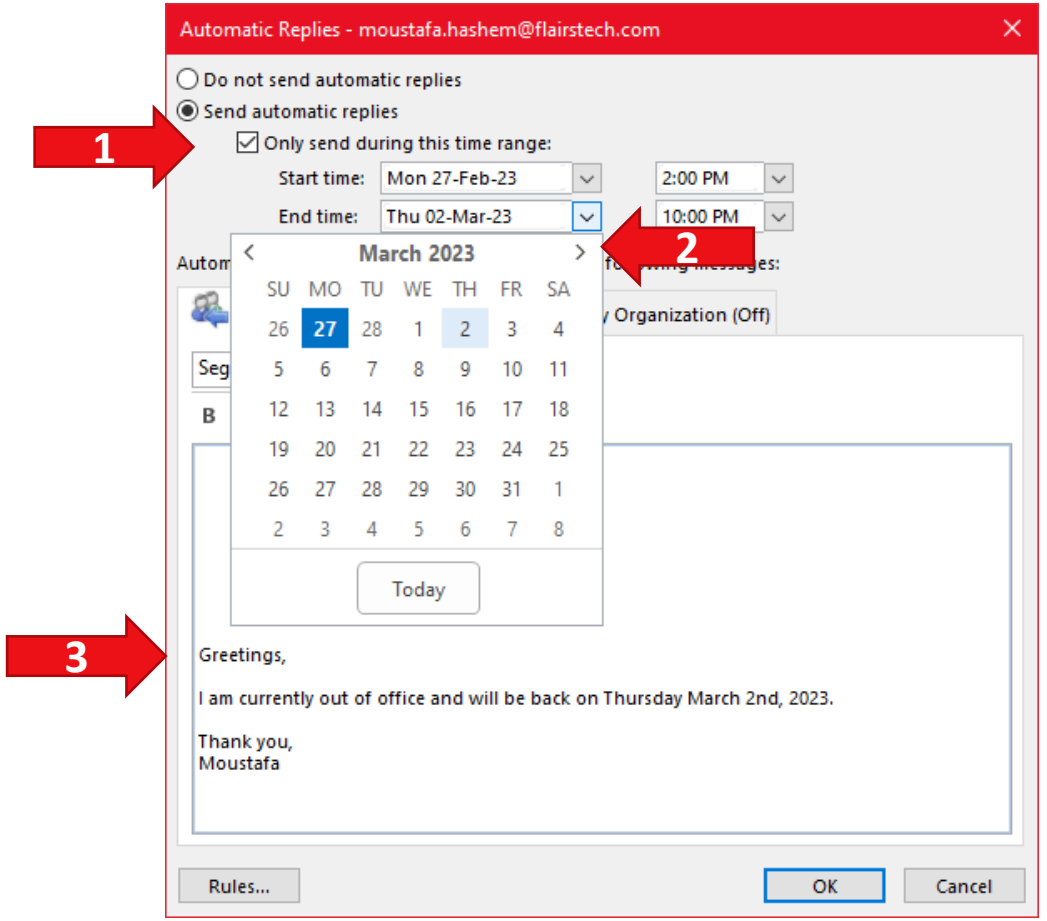


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Email Writing
Tips and Notes

- **Automatic Reply (Out of Office):**



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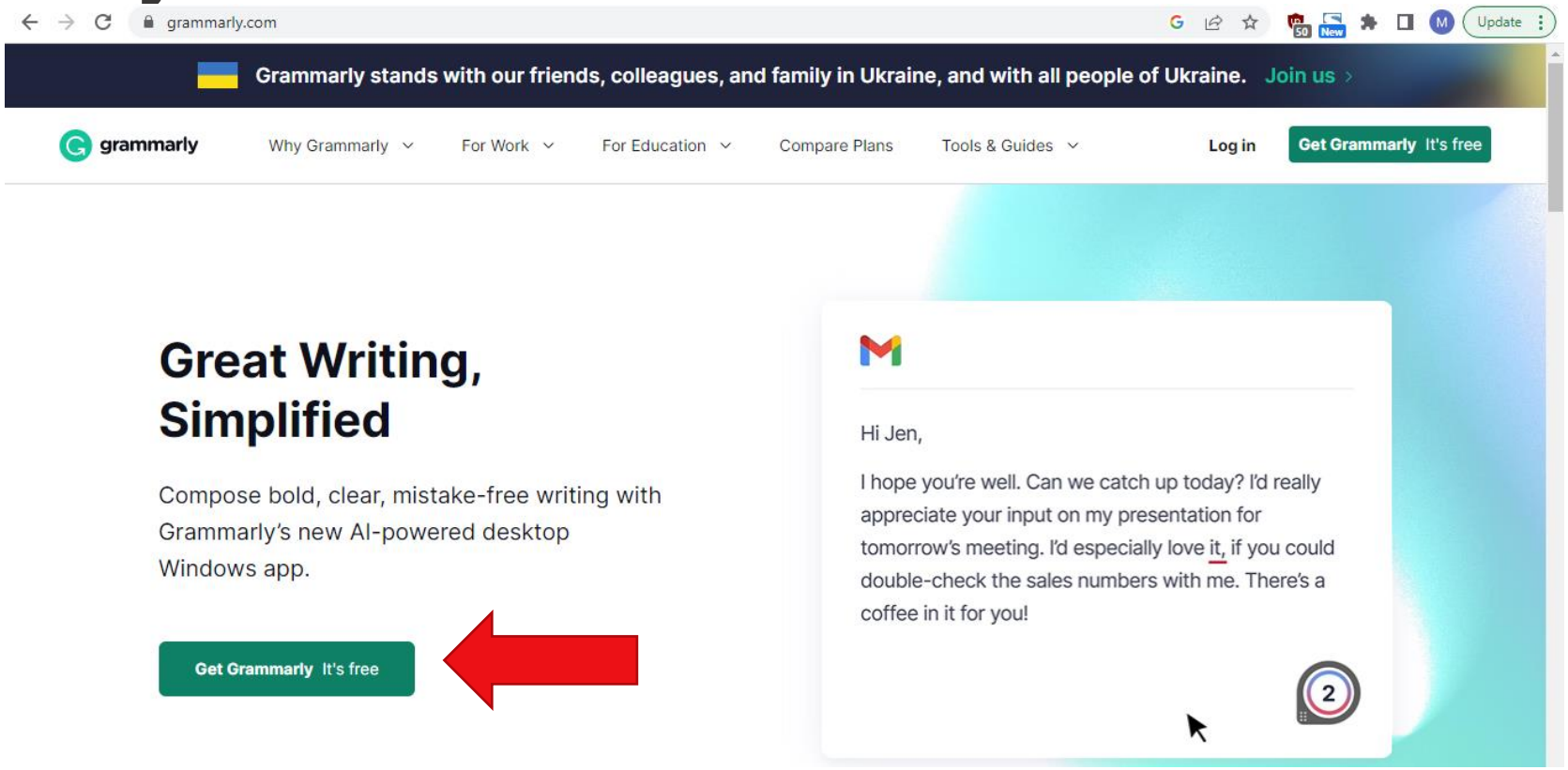
Email Writing
Tips and Notes

- **Refrain from discussing confidential information in emails**
  - They can easily be forwarded and held against you.
- **Use a spell checker if needed**
  - Proof-read your email before hitting the send button.
  - **Grammarly** is a tool that aids in checking your spelling and grammar.

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Email Writing
Tips and Notes

- **Grammarly**



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Email Writing
Tips and Notes

- **Think positive**
  - Try to avoid any negativity, read your draft and make sure there's no room for misinterpretation.
- **Make it easy on the eyes**
  - Use **bold**, *italics*, bullet points to allow recipients to scan/skim your email, refer to the previously mentioned examples.

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Email Writing
Common mistakes

- **Uncertainty**
  - Omit words that imply uncertainty. State your idea or opinion then provide a reasoning.



I think we can try doing [...] and maybe it will help.



Based on the report and numbers that indicate [...], I'd suggest we take the following actions:

- Action 1
- Action 2

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Email Writing
Common mistakes

- **Extremely long message/sentences**
  - No one will read an email that's too long and you're less likely to get a response.
  - Avoid long sentences in a paragraph. Each paragraph should have 1 to 2 sentences.

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Email Writing
Common mistakes

- **Not using punctuations**



Hopefully you find this information useful dont hesitate to reach out if you have any questions at all I am happy to help



Hopefully you find this information useful. Don't hesitate to reach out if you have any questions at all, I am happy to help.

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Email Writing
Common mistakes

- **Being too casual/formal**
  - Strike a balance between both. Take into consideration the relationship between you and the recipient.
- **Overuse of exclamation points**
  - Keep the exclamation points to one or two at most per email and reserve them for appreciative words.
    - Great job!
    - Well done!

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Email Writing
Common mistakes

- **Repeating words**
  - Read your draft out loud and see if you repeat the words too often.



We know that [...] won't have an impact, we also know that [...] might slightly have a positive outcome. Based on that, we should try and know what other things that could work.



We know that [...] won't have an impact. However, [...] might slightly have a positive outcome. Based on that, we should try and investigate what other things that could work.

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Questions?