

Business Skills

Email Writing Skills



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Email is:

- Short for electronic mail, e-mail or email.
- The first e-mail was sent by Ray Tomlinson in 1971.
- Information stored on a computer that is exchanged between two users over telecommunications.
- A message that may contain text, files, images, or other attachments sent through a network to a specified individual or group of individuals.
- The main communication tool in business.
- Reflect a professional image.
- Can give a poor impression of you and your company
- Easier to misinterpret than speech.
- Statistic show that today's employees spend as much as 40% of their work hours just dealing with emails.

Email Basic Rules ₁

1. Monitor your tone

- Avoid ambiguity
- You can use emoticons symbols using keyboard characters like :) or :(

Let's discuss what happened in the meeting this morning. Jill's comments were just great. :-)

HI JOHN,

ABOUT THIS MORNING'S DISCUSSION – I AM NOT SURE WE WILL BE ABLE TO HANDLE
SO MANY ORDERS.



Hi John,

about this morning's discussion - I am not sure we will be able to handle **so many** orders.



2. Avoid inappropriate formatting

- Don't use bold, capital letters, nor underlining words
- Use plain and sentence-case

Hi John,

About this morning's discussion – I am not sure we will be able to handle so many orders.

Use plain, sentence-case text



Email Basic Rules ₂

3- Use proper composition

- Avoid grammatical errors
- Use structure messages logically
- Use numbers and bullets

4- Answer within reasonable time

- Not at the end of the working day
- Not be late in reply

Hi John, As we discuss this morning. I have reviewed the draft logo. Seems like outer bevel is misaligned. So the logo still needs some work before it's integrated with the final design. Also the colors are too bright relative to the background. Lettering style must match that in our current logo. Central image would look better with a higher transparency setting. Please let me know once the changes have been made.

Thanks
Tom



Hi John,

I have reviewed the draft logo.

Please can you make these changes:

- align the outer bevel
- reduce the brightness of the colors relative to the background
- change the lettering to the style in our current logo
- increase the transparency of the central image

Thanks
Tom



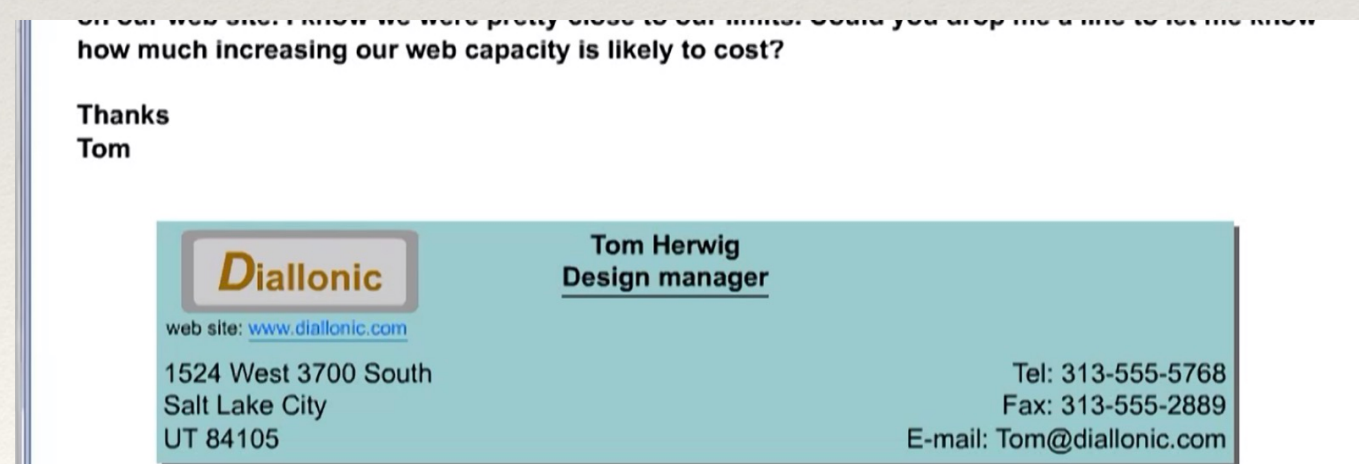
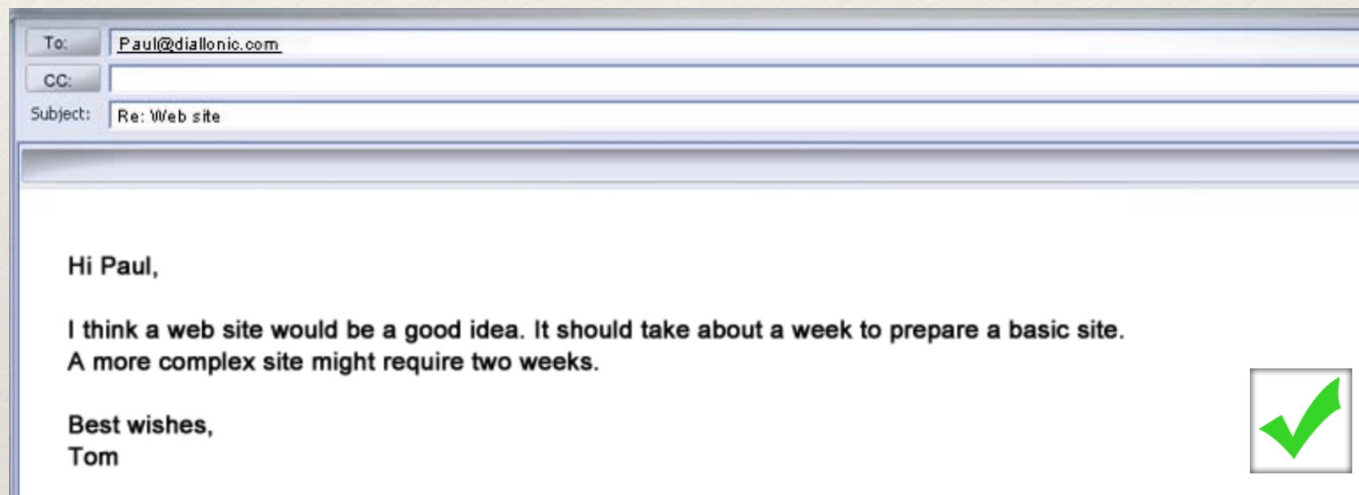
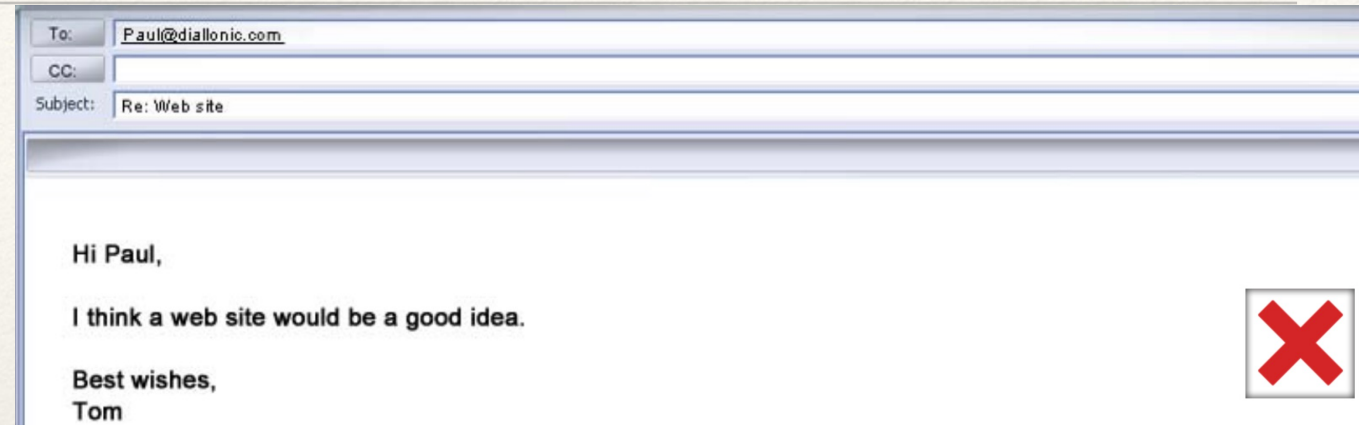
Email Basic Rules ₃

5- Answer all questions

6- Create an automatically added signature including:

- Name
- Position
- Company logo
- All contact details
- Based on your company policy

7- Proofread your email



Email elements

1. **From filed:** your full correct name
[like: Mike Wallace not M. Wallace
nor Mikoiance (as a nickname)]
2. **Subject field:** short five to seven
words and be focused and related to
the message
3. **Greeting:** formal [like: Dear Mr.
John] or informal [like: Hi John]
according to the receiver
4. **Message:** cover all 7 basic rules
5. **Closing:** such as best regards, best
wishes, warm regard, I look forward
to hearing from you, sincerely..

The image displays four examples of email headers and bodies, illustrating the correct format for each element. Red arrows point to the 'From' field, the 'Subject' field, the 'Greeting' line, and the 'Closing' line in each example.

Example 1:

From: Mike Wallace
To: Corbin Grey
CC:
Subject: Ideas for level

Hi Corbin,

I was just wondering if you have given any thought to the look and feel of the new levels. I know Mark is still finalizing the mechanics of the character movements but we can at least start to work on the theme for these levels.

Thanks
Mike

Example 2:

From: Mike Wallace
To: Corbin Grey
CC:
Subject: Ideas for level

Hi Corbin,

I was just wondering if you have given any thought to the look and feel of the new levels. I know Mark is still finalizing the mechanics of the character movements but we can at least start to work on the theme for these levels.

Thanks
Mike

Example 3:

From: Mike Wallace
To: Corbin Grey
CC:
Subject: Ideas for level

Hi Corbin,

I was just wondering if you have given any thought to the look and feel of the new levels. I know Mark is still finalizing the mechanics of the character movements but we can at least start to work on the theme for these levels.

Thanks

Example 4:

From: Mike Wallace
To: Corbin Grey
CC:
Subject: Ideas for level

Hi Corbin,

I was just wondering if you have given any thought to the look and feel of the new levels. I know Mark is still finalizing the mechanics of the character movements but we can at least start to work on the theme for these levels.

Thanks
Mike

Concise email

- Convey a single point in one email [if you have many points, send each point in separate emails]
- Be brief, get to the point and avoid irrelevant information
- Avoid long sentences [maximum 15:20 words per sentence]
- Use bullets points [to be concise and easy to read]
- Limit "thank you" in your emails
- Fit the message in the preview pane
- Don't attach unnecessary files
- ❖ Write the addresses after your reviewing the message and in case you reply, delete or cut the to field before reply
- ❖ Use priority flags: high priority flag for emails need immediately action, low priority for emails not urgent to response, and normal priority flag is not urgent to reply now but reply later

Email addressing ₁

1. To filed:

- Write here the direct receipts who are must act on your message or respond directly
- Avoid having too many receipts in this field cause the receipts might not take responsibility for replying or each one might wait to see how someone else responses before replying

2. CC field:

- Stand for Carbon Copy
- Use this field to copy someone from whom you don't need a direct response
- Use it sparingly
- Use it to keep someone informed to allowing them to track discussions, or to keep the recipients visibly in the loop regarding discussion.
- Receipts should know why you're copying them

Email addressing ²

3. BCC filed:

- Stand for Blind Carbon Copy
- Use this field to copy people without knowledge of the other receipts
- Use it to protect the address and privacy of the receipts and to prevent recipients from adjusting their response cause he knows who you're copied

4. Reply All:

- Edit "to and cc fields" before send with consider who are related to the subject and your reply
- Avoid overusing reply all cause the bcc receipts will see your reply
- Avoid it when you reply personally, reply him directly like thank you email.

5. Forward:

- Fwd after asking the author to forward his email to others.
- Ask your self why you forward this email
- Never forward spam or chain-letter emails
- Remove fwd symbols
- Include your personnel comments

Copying a message over someone's manager

- Avoid using the cc field to get better results cause that's damage the relationships.
- If you have an issue with someone, the golden rule is to speak to him directly rather than emailing him and copying his manager.
- **Wrong reasons for copying a message over someone's head:**
 - **Self promotion:** to get promotion or to try to make yourself look better like cc your manager outside work hours with data he doesn't need just to inform him that you are working overtime
 - **Manipulation:** manipulate someone into doing what you want by revealing your intentions to other recipients.
 - **Humiliation :** if you copy others on an email that releases mistakes or disciplinary issues, to inform his manager about his poor performance
- **Exceptions for copying a message over someone's head:**
 - When you compliment a person rather than criticize
 - When you copy with the main recipient's permission
 - When it's required by a formalized work process

Handling emails ₁

- Delete unnecessary emails immediately
- Move remaining emails into folders
- Keep your inbox as empty as possible
- Handle email as soon as you receive it
- Regularly deleting junk emails
- Eliminate the source of all unnecessary emails like email lists, newsgroups, product alerts and newsletters subscriptions
- Keeping business and personal email separate
- Work hours aren't for personal communication
- Don't use your business email for personal communication
- Automatic archive after certain period

Handling emails ₂

- ❖ **Route emails to the folders directly**

- From certain email address or domain
- From words in the subject linear or body
- From who the message is addressed to

- ❖ **Effective filter guidelines:**

- Use precise terms
- Make terms specific to folders
- Ask senders to use specific words

- ❖ **To find an elusive email :**

- ❖ Searching : senders name, subject, phrase

- ❖ Use * : example if you don't remember the sender name was Carmen, Cathy, or Caitlin, you can search for Ca*

- ❖ Built-in sorting

- ❖ Direct request from the original sender

Handling emails ₃

- Delete six types of emails:
 1. Don't need storage, response, or follow up
 2. Not required emails
 3. Not work related emails
 4. Spam emails
 5. Garbled subject lines
 6. Unknown senders, suspicious subject lines