

How to Write Professional E-mail Address

➤ **It's important for business communication to follow the basics of e-mail etiquette for the following two reasons:**

- I. Professionalism: by using proper email language your company will convey a professional image.
- II. Efficiency: emails that get to the point are much more effective than poorly worded emails.

➤ **This document covers most tips for e-mail etiquettes that you need to be aware of;**

▪ **Begin with a greeting,**

Always open your email with a greeting, such as "Dear colleague\Name". If your relationship with the reader is formal, use their family name (eg. "Dear Mrs. Emma"). If the relationship is more casual, you can simply say, "Hi Mohamed". If you don't know the name of the person you are writing to, use: "To whom it may concern" or "Dear Sir/Madam".

▪ **Make your subject descriptive,** always fill in the subject line with a topic that means something to your reader.

▪ **Put your main point in the opening sentence,** Most readers won't stick around for a surprise ending.

Don't

- **Don't** begin a message with a vague "This"-as in "This needs to be done by 5:00." Always specify what you're writing about.
- **Don't** use ALL CAPITALS (no shouting) or all lower-case letters either (unless you're the poet e. e. cummings).
- **Avoid** text speak (abbreviations and acronyms): you may be ROFLOL (rolling on the floor laughing out loud), but your reader may be left wondering WUWT (what's up with that).
- **Don't** use red fonts, because they are hard to read and can be interpreted as being critical.
- **Don't** use cursive or "funny" fonts that are hard to read.

- **Be brief and polite**, if your message runs longer than two or three short paragraphs, consider (a) reducing the message, or (b) providing an attachment. But in any case, don't snap, growl, or bark.
- **Remember** to say "please" and "thank you".
- **Put** people who need to respond\take action on the To line.
- **Put** people who need to be informed on the Cc line.
- **End with a closing**,
The last step is to include an appropriate closing with your name. "Best regards", "Sincerely", and "Thank you" are all professional.
- **Add a signature block**, With appropriate contact information (in most cases, your name, business address, and Ext\phone number, along with a legal disclaimer if required).
- **If** you want an immediate response, don't send an email. Phone or send an instant message.
- **Read** your message before you send it.
- **If** you are on an email conversation that has more than ten messages without a resolution, consider setting up a meeting to discuss the issue. Email isn't always an efficient way for resolving complex issues. With the message selected, on the Home tab, in the Respond group, click Meeting.

- **Don't** expand distribution lists. Expanding distribution lists makes messages harder to read and causes them to go into the wrong mail folders for people using rules.
- **Don't** CC your manager on every email you send.
- **Don't** send a follow-up email less than a day after the first email. If you don't hear back in a timely manner, try using the phone or instant messaging.
- **Don't** leave out the message thread Include the original mail in your reply, in other words click 'Reply', instead of 'New Mail'. We all receive many emails and we can't remember each individual email. Leaving the thread may take a fraction longer in download time, but it saves the recipient time looking for the related emails in their inbox. Remember, emails are not like regular printed correspondence - the name of the game is to keep it quick and efficient – so include the thread.
- **Don't** forward junk, chain letters, virus hoaxes, chain email solicitations for charitable causes even if they sound bona fide, funny pictures and jokes. Would you put these things on your corporate letterhead? I don't think so. Don't ever send or forward emails containing libelous, defamatory, offensive, racist or obscene remarks. Just one offensive remark can result in a multi-million dollar court case for you and your company.
- **Don't** use read receipts or delivery receipts on every email you send. Use them only if you are unsure whether your recipients will receive the email.