

# Writing Effective Email

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## **Email Familiarity**

Email has become a standard communications tool in business organizations, since it allows us to rapidly write and distribute information and files. On an average day, people may read and handle hundreds of messages. While the tool is amazing in some ways, the ease of use, our familiarity with the tool, and its ability to enable rapid fire messages can also get us into trouble.

Do you know anyone who may have fired off a frustrated message and hit that send button? Perhaps you heard that person say “oops” after realizing it was too late. Less dramatically, have you ever forgotten to attach a file or include pertinent information before finishing the message? This situation happens more often than any of us wants to admit.

Email correspondence is a public document that can carry not only professional requirements, but also legal responsibilities that any other correspondence or documents carry.

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## **Welcome to the course**

Over the next three hours, the work you do will reinforce and develop your communication skills. Through practice and participation, you will gain the tools to ensure you eliminate common e-mail mistakes while developing techniques applicable to tasks you perform every day.

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## **Course objectives**

By the end of this workshop, you should be able to:

- Avoid making the 12 most common email mistakes
  - Assess when to and when not to use email: Choosing the appropriate venue for communication
  - Avoid off-limit subjects
  - Adopt the reader’s point of view
  - Choose the correct tone
  - Anticipate the reader’s reaction
  - Create an informative subject line
  - Use a salutation, introduction, create the body and close the email
  - Use effective layout
  - Oops! Prevention
  - Customer service and email
  - Forward email and add attachment courtesies
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