

EMAIL
ETIQUETTE

A FINER TYPE OF COMMUNICATION

EMAIL ANATOMY

FORMAT

RULES TO EMAIL BY

**FOCUS
AREAS**

EMAIL

ANATOMY

TO:

CC:

BCC:

TO:

PERSON IN CHARGE OF ACTION ITEMS



CC:

BCC:

TO:

PERSON IN CHARGE OF ACTION ITEMS



CC:

FYI



BCC:

TO:

PERSON IN CHARGE OF ACTION ITEMS



CC:

FYI



BCC:

HIDDEN FROM VIEW



SUBJECT

LINES



MAKE THEM STRONG

ACTIONABLE SUBJECT LINE:

“Schedule Grant Committee Meeting”

INFORMATIONAL SUBJECT LINE:

“Grant Funds Available: \$20,000”

CODED SUBJECT LINE:

“Grant Meeting Rescheduled: Tomorrow at 3pm EOM/NRR”

REPLY &

REPLY ALL

NEVER

REPLY &

REPLY ALL

JUST THIS ONE



REPLY ~~XXXXXXXXXX~~

REPLY ALL

JUST THIS ONE



REPLY ~~REPLY~~

NOT THIS ONE



~~REPLY~~



FORWARDING MESSAGES



FORMAT

THE NO. 1 PROBLEM

THE NO. 1 PROBLEM
EMAIL IS TOO LONG



TL;DR

CLARITY IS KEY



YOU ARE HERE

BE

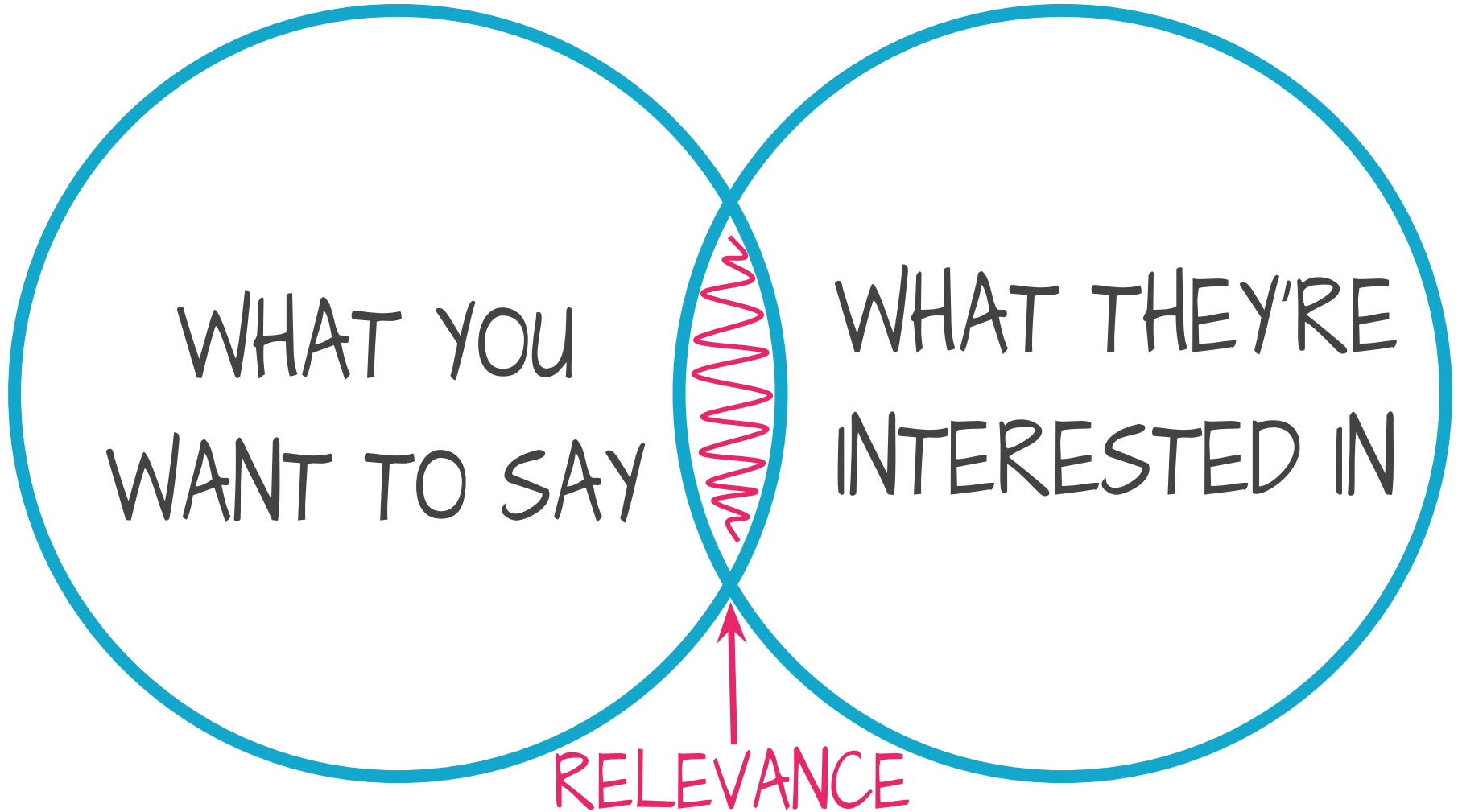
BACKGROUND

REASON

INFORMATION

END

FOLLOW-UP



WHAT YOU
WANT TO SAY

WHAT THEY'RE
INTERESTED IN

RELEVANCE

MAKE IT

BOLD

- USE
- BULLET
- POINTS

EMBRACE **WHITE** SPACE

RULES TO

EMAIL BY



BEFORE YOU HIT SEND

IF : THEN

GRAMMMAR:

YOU IS NOT
DOING IT GOOD

!!! ... ??? ... !?!?!?

PUNCTUATION ABUSE

;))

STOP WINKING AT ME

ORGANIZE

YOUR IDEAS

FEW/SPECIFIC

ACTION ITEMS

NO NEW

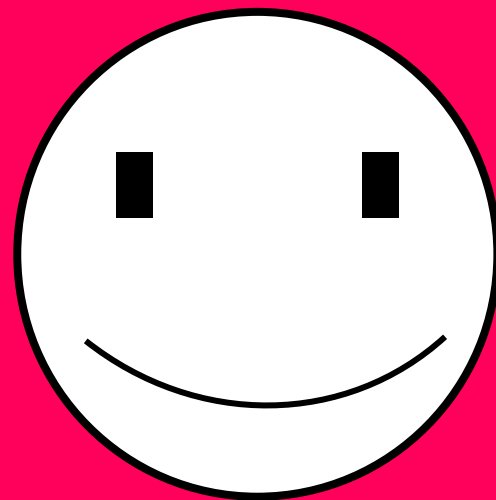
PROJECTS

EMAIL = FACTS

EMOTION = IN PERSON

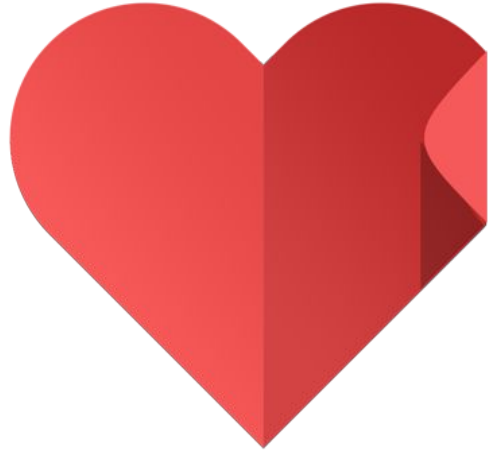
CHANGE THE

LANGUAGE



EDIT YOUR

X: *Signature*



LEAD BY EXAMPLE