

# Write Emails That Get Read

## Get Their Attention

- Just one subject/action/decision per email
- Start with (ask for) what you need by when
- Only give details needed to make a decision (no clutter)
- Use active voice by choice (we made an error [not an error occurred])
- Avoid blame (use a call to talk about performance)
- Cc: anyone you refer to in the email

### Discuss:

- Do you “pause a draft” and re-read it later?

## Show Consideration

- Keep every sentence focused & simple
- Use subject line for action:
  - FYI (for your information)
  - For Approval (need a response)
  - Reminder (to prompt recall)
- BCC for group privacy or limit Reply All instances
- Consider when you send
- Name attachments wisely
- Always proof (read aloud)

### Discuss:

- How do you prioritize emails after a vacation?

## Be Pleasant

- Give them time to respond
- Don't assume gender
- Consider tone for the receiver (provide context)
- Use their whole name until you know their preference
- Sign emails with your preferred name
- Make a phone call if the matter is sensitive

### Discuss:

- When do you prefer to get a phone call?



# Closing

## Do

- ✓ Have a clear purpose for the email
- ✓ Write for the audience
- ✓ Use brief, descriptive subject lines
- ✓ Use short paragraphs and bulleted lists

## Don't

- ✗ Leave out deadlines and action items
- ✗ Use ALL CAPS or excessive punctuation
- ✗ Write long, hard-to-read paragraphs
- ✗ Forget to include attachments



# Resources: *Write Emails*

## LinkedIn Learning

Writing Email (~ 1 ¼ hour) <https://www.linkedin.com/learning/writing-email/welcome?u=50844473>

Tips for Writing Business Emails (~ 34 minutes)  
<https://www.linkedin.com/learning/tips-for-writing-business-emails/email-an-extension-of-your-brand?u=50844473>

Writing Formal Business Letters and Emails (~ 37 minutes)  
<https://www.linkedin.com/learning/writing-formal-business-letters-and-emails/welcome?u=50844473>

Business Etiquette: Phone, Email, and Text (~ 1 hour)  
<https://www.linkedin.com/learning/business-etiquette-phone-email-and-text/welcome?u=50844473>

## Online sources

3 Ways to Make Your Writing Clearer by Jane Rosenzweig  
<https://hbr.org/2020/04/3-ways-to-make-your-writing-clearer>

4 Quick Tips to Improve Your Business Writing  
<https://hbr.org/2020/03/4-quick-tips-to-improve-your-business-writing>



# More Resources: *Write Emails*

## More Online sources

6 Ways to Get Your Emails Read

<https://www.themuse.com/advice/6-ways-to-get-your-emails-read>

An Editor's Guide To Writing Ridiculously Good Emails

<https://www.forbes.com/sites/dailymuse/2013/11/19/an-editors-guide-to-writing-ridiculously-good-emails/?sh=10bbcb1f5c55>

Effective Email Communication

<https://writingcenter.unc.edu/tips-and-tools/effective-e-mail-communication/>

19 Tips for Writing an Excellent Subject Line So Your Email Gets Read

<https://www.businessinsider.com/how-to-write-an-email-subject-line-2015-1>

## JMU Talent Development Resource Collection Books

- *The Bliss or "Diss" Connection?: Email Etiquette for the Business Professional* ©2007 by Cherie Kerr
- *10 Steps to Successful Business Writing* ©2008 by Jack E. Appleman
- *The Hamster Revolution: Stop the Glut* ©2008 by Mike Song, Vicki Halsey & Tim Burress

