How to Write a Business Email

The Subject Line

Begin with a strong, effective subject line.

o Keep it _____ and specific.

o Keeping it short helps ensure that the subject fits on _____ previews.

o Avoid using words like "urgent" or "important" to gain attention unless it really is.

o Avoid being _____ just to create interest.

The Opening

o Use a courteous greeting like, "Good Afternoon."

o Don't shorten their _____ unless you are on familiar terms with the recipient.

Say it the Right Way

o A business email is a little more _____.

o Use upper and lowercase letters in sentences correctly.

o Avoid _____ like TTYL (talk to you later), IMO (in my opinion), and BTW (by the way).

o Use your _____, not emojis.

Make it Reader Friendly

o Choose a readable _____. Calibri and Verdana are good choices for email.

o Avoid fonts like Comic Sans and other cartoon-like fonts.

o Keep your paragraphs _____ and put _____ between paragraphs.

o Before you click send, take a few minutes to _____, make corrections, and polish your message.

Attachments

o Actually _____ the attachment.

o Open the attachment to be sure you are including the right file.

o Mention the _____ in the email.

Be Brief, Be Clear

o End your email with a specific _____ ___ _____.

o Ask for what you need.

o End with a "Thank You."

Your Signature

o Your signature should include other ways you can be _____. Things like your phone number and your mailing address.

o Avoid using _____.

Group Email

o Recipients in the "To:" field are the people you _____ to respond or take action.

o The "Cc:" field is for the people who just need to be _____ _____.

o Use "Bcc" to protect someone's privacy.

Reply

o Respond in a _____ manner. Less than _____ hours is the expectation in the business world.

o Answer all the sender's questions.

NOTES: _____
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ANSWERS ON BACK

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How to Write a Business Email

The Subject Line

Begin with a strong, effective subject line.

o Keep it **short** and specific.

o Keeping it short helps ensure that the subject fits on **smartphone** previews.

o Avoid using words like "urgent" or "important" to gain attention unless it really is.

o Avoid being **vague** just to create interest.

The Opening

o Use a courteous greeting like, "Good Afternoon."

o Don't shorten their **name** unless you are on familiar terms with the recipient.

Say it the Right Way

o A business email is a little more **formal**.

o Use upper and lowercase letters in sentences correctly.

o Avoid **acronyms** like TTYL (talk to you later), IMO (in my opinion), and BTW (by the way).

o Use your **words**, not emojis.

Make it Reader Friendly

o Choose a readable **font**. Calibri and Verdana are good choices for email.

o Avoid fonts like Comic Sans and other cartoon-like fonts.

o Keep your paragraphs **short** and put **spaces** between paragraphs.

o Before you click send, take a few minutes to **proofread**, make corrections, and polish your message.

Attachments

o Actually **attach** the attachment.

o Open the attachment to be sure you are including the right file.

o Mention the **attachment** in the email.

Be Brief, Be Clear

o End your email with a specific **call to action**.

o Ask for what you need.

o End with a "Thank You."

Your Signature

o Your signature should include other ways you can be **contacted**. Things like your phone number and your mailing address.

o Avoid using **images**.

Group Email

o Recipients in the "To:" field are the people you **expect** to respond or take action.

o The "Cc:" field is for the people who just need to be **kept informed**.

o Use "Bcc" to protect someone's privacy.

Reply

o Respond in a **timely** manner. Less than **24** hours is the expectation in the business world.

o Answer all the sender's questions.

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