



Administrative Associates Conference

Writing Effective Emails

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E-mail is not the communication! E-mail is a delivery method.

E-mail Conversation 	E-mail Correspondence 
<ul style="list-style-type: none">• In lieu of a phone call or meeting	<ul style="list-style-type: none">• Internal memos
<ul style="list-style-type: none">• Chatting	<ul style="list-style-type: none">• External letters
<ul style="list-style-type: none">• Nothing to be documented	<ul style="list-style-type: none">• Documentation

Write subject lines that communicate.

- Set expectations.
- State what the e-mail is about.
- Be short, specific and clear.
- Use a keyword.



Can you use a keyword? Write it here:

Use the right tone

Most people respond favorably to a warm, friendly, courteous tone. Concentrate on expressing your points, not impressing your reader. Be direct and get to the point.

Formal Tone

- Use third person pronouns – he, she, it, they, them, their – and nouns – staff, faculty
- Passive voice: is, am, are, was, were, be, been, being
- Complicated, indirect sentences

Informal Tone

- Use first person and second person pronouns: I, me, my, mine, we, us, ours, you, your
- Active voice: accountable and dynamic
- Simple, direct sentences

What is the tone of each sentence? Is it formal or informal? Why?

1. All staff must send in admission forms by June 30, 2009.
2. You must send in your admission forms by June 30, 2009.
3. We will send a refund check by June 30, 2009.
4. A refund check will be sent by June 30, 2009.
5. We must receive the right forms and paperwork to process the payment by June 30, 2009.
6. All proper forms and paperwork must be received In order to process a payment by June 30, 2009.



Respect e-mail etiquette

Do

- Be concise and specific
- Use proper spelling, grammar and punctuation
- Proofread
- Keep language gender neutral
- Use a salutation and signature

Don't

- Use text abbreviations and emoticons
- Send confidential information
- Use all CAPITALS
- Flame
- Use fancy formatting

List everything that is wrong with this e-mail.

Subject: Write good e-mails

one of the most important rules of good email netiquette is to always enter a meaningful subject line for your email. in a typical long list of e-mails in a in-box the subject line is the most prominent field and so a meaningful subject is the most useful pieces of information you can include w. you email to make it convenient for the recipient to process it and deliver the message you wish to convey.

Resources

- <http://owl.english.purdue.edu/>
- <http://abcbusinesswriting.blogspot.com/>
- <http://grammar.quickanddirtytips.com/>

What makes a good e-mail?

What are three characteristics that contribute to good e-mails? List them below and describe how you achieve these characteristics in your e-mails.

#1 Characteristic:

How I achieve this in my e-mails:

#2 Characteristic:

How I achieve this in my e-mails:

#3 Characteristic:

How I achieve this in my e-mails: