



**DeYoung Consulting Services**

*Helping People Learn up to Their Potential*

It's hard to believe, but ten years ago businesses relied on U.S. mail and fax machines to send information. Today, we depend almost completely on email. Here are seven tips to make sure your email messages reflect your professionalism.

**Write a specific subject**

If you're emailing someone new use a succinct yet detailed subject. "Good to meet you at the Chamber meeting" will prod someone's memory and encourage them to open the message. A message with a subject heading that simply says "hello" might be quickly deleted. You might also want to include any action required in the subject: Review and return by April 15<sup>th</sup>.

**Prioritize your content**

Include the most important information in the first 25 lines. Much like a newspaper article, structure your email from most important content, to least important.

**Include your "signature"**

Be sure to format your email messages to automatically include your signature. This should list your name, title, phone number, and email address. You might want to add your address, fax number, cell phone number, office hours or Web site address.

**Proofread before you send the message**

This is important! Review the spelling, grammar and tone of your message before you hit "send." Double-check the name and address of the person you're emailing.

**Write professionally**

Avoid using shorthand like BTW for "by the way" or other informal writing techniques. Using all capital letters is the equivalent of shouting in email. Although email is less formal than a letter, it still needs to be professional.

**Remember there is always a record**

Don't write anything you might later regret. There is always a traceable record of messages sent.

**Don't forget to use the telephone**

While email is convenient, we can rely on it too much. Email can't convey emotions and is easily misinterpreted. Sometimes a conversation—either on the phone or in person—is a more efficient way to communicate.

If you have a need for new or revamped training, send me an email. I'd love to talk with you about your plans!

Karen DeYoung  
DeYoung Consulting Services

*DeYoung Consulting Services provides quality learning experiences for individuals and groups. We develop materials and activities that advance individual, team, and organizational learning. Our work is done with integrity, reliability, and accountability.*

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