

Creating Effective E-Mail Messages

A. Treat e-mail as a professional communication medium.

- Remember that it is more formal than personal e-mail.
- Recognize that e-mail messages carry the same legal weight as other business documents.
- Follow company e-mail policy; understand the restrictions that your company places on e-mail usage.
- Practice good e-mail hygiene by not opening suspicious messages, keeping virus protection up to date, and following other guidelines.

B. Adapt the three-step process for effective e-mail.

- Make sure every e-mail you send is necessary.
- Don't cc or bcc anyone who doesn't really need to see the message.
- As a manager, make sure you understand the productivity implications of your messages.
- Follow the chain of command.
- Pay attention to the quality of your writing and use correct grammar, spelling, and punctuation.
- Make your subject lines informative by clearly identifying the purpose of your message.
- Make your subject lines compelling by wording them in a way that intrigues your audiences.
- Update the subject line if you reply to the same message back and forth multiple times.
- Keep your emotions under control.
- Don't mark messages as "urgent" unless they truly are urgent.

