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You can use different text colors to emphasize some important information, you can use different features to make your reader focus on some parts of the email, but everything has its limit. You can't just turn your sentence into a rainbow. Choose default fonts like Arial, Times New Roman, Verdana so that everybody can read your email, no matter which platform they are using. Use bold, italic, underline when necessary. Don't be creative, don't overdecorate your email or your client's gonna run away from you right now. This is the last small touch to leave your recipient a nice, pleasant impression about you, so don't forget it no matter how rushed you are. If you don't need the other to reply anymore, close the conversation by saying " No reply necessary " or " Thank you ", " See you later in our next meeting ", " I look forward to working with you next time ". End your email with appropriate endings like " Best Regards " or " Sincerely " and sign your name. For example, this is how it should look like I look forward to discussing the matter with you sounds much more reliable than We can discuss this later , right While you may use exclamation sometimes, too much of this mark can make your recipient feel like You. Are! Being! Too! Emotional! or You! Are! Angry! With! Them!. Be aware not to write allcaps if you don't really need it because IT LOOKS LIKE YOU ARE SHOUTING IN THEIR FACES. When you receive an email, try to reply right away if you can. If you need more time to prepare a response, you can take your time, but don't make it too long. In case you need more than 24 hours 3 days, 1 month, etc to answer the issue addressed in the email, be nice write them a short message to let them know how much more time they need to wait to get your response. Your politeness can save others' time and effort, and it shows that you respect them.

You would want people to respect you too, wouldn't you When you have followed all the email etiquettes above, the last thing that makes your email a flawless, wellmannered business email is to doublecheck it. Proofreading it yourself is the best way to make sure everything is perfect. Look for formatting errors, typos and most importantly, spelling or grammar mistakes before you click that "Send" button. I hope these business email writing tips and etiquette would help you with your working life. Learn English anytime, anywhere and don't forget to take a look through our Business English blog for more great posts. But despite the fact that were glued to our reply buttons, career coach Barbara Pachter says plenty of professionals still dont know how to use email appropriately. In fact, because of the sheer volume of messages were reading and writing each day, we may be more prone to making embarrassing errorsand those mistakes can have serious professional consequences. Pachter outlines the basics of modern email etiquette in her book The Essentials of Business Etiquette. We pulled out the most essential rules you need to know. Vivian Giang and Rachel Sugar contributed to earlier versions of this article. 1. Include a clear, direct subject line. But if you use a personal email accountwhether you are selfemployed or just like using it occasionally for workrelated correspondencesyou should be careful when choosing that address, Pachter says. You should always have an email address that conveys your name so that the recipient knows exactly who is sending the email.Ignoring the emails can be difficult, with many people getting notifications of new messages on their smartphones or distracting popup messages on their computer screens. Refrain from hitting Reply All unless you really think everyone on the list needs to receive the email, Pachter says. 4. Include a signature block. And Yo is not okay either.

In a professional exchange, its better to leave humor out of emails unless you know the recipient well. Also, something that you think is funny might not be funny to someone else.Tailor your message to the receivers cultural background or how well you know them. A good rule to keep in mind, Pachter says, is that highcontext cultures Japanese, Arab, or Chinese want to get to know you before doing business with you. Therefore, it may be common for business associates from these countries to be more personal in their writings. On the other hand, people from lowcontext cultures German, American, or Scandinavian prefer to get to the point very quickly. 9. Reply to your emailseven if the email wasnt intended for you. This includes when the email was accidentally sent to you, especially if the sender is expecting a reply. A reply isnt necessary but serves as good email etiquette, especially if this person works in the same company or industry as you. Dont rely on

spellcheckers.As for color, black is the safest choice. 14. Keep tabs on your tone. After all, email is dangerously easy to forward, and its better to be safe than sorry. This story first appeared on Business Insider. Feb 2, 2016 Sponsored Business Content Privacy policy Notice of collection do not sell my data Ad vendor policy terms of use Advertise help Center sitemap COPYRIGHT 2020 MANSUETO VENTURES. In other words, are you appalling colleagues with your awful email manners. Cleanup your act with these etiquette tips from the experts. One of the most important things to consider when it comes to email etiquette is whether the matter youre discussing is a public one, or something that should be talked about behind closed doors. Do not assume the person receiving your email knows who you are, or remembers meeting you.

If you are uncertain whether the recipient recognizes your email address or name, include a simple reminder of who you are in relation to the person you are reaching out to; a formal and extensive biography of yourself is not necessary. Peggy Duncan, personal productivity expert and author of Conquer Email Overload with Better Habits, Etiquette, and Outlook 2007 The maximum number of exclamation points in a business email One. Otherwise, you risk looking childish and unprofessional. Pollak 5. Be careful with confidential information. Refrain from discussing confidential information in emails such as someones tax information or the particulars of a highlysensitive business deal. Should the email get into the wrong persons hands, you could face serious even legal repercussions. Peter Post, director of the Burlington, Vermontbased Emily Post Institute, which offers etiquette advice and answers to manners questions such as wedding etiquette, parenting issues and table manners. 6. Respond in a timely fashion. Unless you work in some type of emergency capacity, its not necessary to be available the instant an email arrives. If you wouldnt put a smiley face or emoticon on your business correspondence, you shouldnt put it in an email message. You can get rid of all the email addresses just by deleting. Clean it up, then send it. Duncan 10. Be clear in your subject line. With inboxes being clogged by hundreds of emails a day, its crucial that your subject line gets to the point. It should be reasonably simple and descriptive of what you have written about. Expect that any email with a cute, vague, or obscure subject will get trashed. Also, proof your subject line as carefully as you would proof the rest of the email. Post 11. Dont get mistaken for Spam. Avoid subject lines that are in all caps, all lower case, and those that include URLs and exclamation points which tend to look like Spam to the recipient.

Judith Kallos, author of EMail Etiquette Made Easy, EMail The Manual, and EMail A Write It Well Guide 12. Your subject line must match the message. Never open an old email, hit Reply, and send a message that has nothing to do with the previous one. Do not hesitate to change the subject as soon as the thread or content of the email chain changes. Peggy Duncan, personal productivity expert and author of Conquer Email Overload with Better Habits, Etiquette, and Outlook 2007 13. Provide a warning when sending large attachments. Sending unannounced large attachments can clog the receivers inbox and cause other important emails to bounce. If you are sending something that is over 500KB, senders should ask, Would you mind if I sent you an attachment. When would be the best time for you Kallos 14. No more than two attachments, and provide a logical name. Unless its been specifically requested, refrain from sending a message with more than two attachments. Also, give the attached files a logical name so the recipient knows at a glance the subject and the sender. Duncan 15. Send or copy others only on a need to know basis. Before you click Reply All or put names on the Cc or Bcc lines, ask yourself if all the recipients need the information in your message. If they dont, why send it. You want to make sure that you are not sending everyone on a list your answer;whether they needed to know or not. Duncan 17. Pick up the phone. When a topic has lots of parameters that need to be explained or negotiated and will generate too many questions and confusion, dont handle it via email. Also, email should not be used for last minute cancellations of meetings, lunches, interviews, and never for devastating news. If you have an employee or a friend you need to deliver bad news to, a phone call is preferable. If its news you have to deliver to a large group, email is more practical. Duncan 18. Evaluate the importance of your email. Dont overuse the

high priority option.

If you overuse this feature, few people will take it seriously. Make sure that addresses you willingly hand over to third parties stay with them, especially when the service theyre offering is free. Duncan 20. Keep it short and get to the point. The long email is a thing of the past. Write concisely, with lots of white space, so as to not overwhelm the recipient. Make sure when you look at what youre sending it doesnt look like a burden to read feel free to use bullet points. The person reading your email should not have to dig through several paragraphs in order to figure out what youre asking. You should state the purpose of the email within the first two sentences. Be clear, and be up front. Lindsey Pollak, career and workplace expert, email etiquette consultant, and author of Getting From College to Career 21. Know your audience. Your email greeting and signoff should be consistent with the level of respect and formality of the person youre communicating with. Also, write for the person who will be reading it if they tend to be very polite and formal, write in that language. The same goes for a receiver who tends to be more informal and relaxed. Lindsey Pollak, career and workplace expert, email etiquette consultant, and author of Getting From College to Career 22. Always include a signature. You never want someone to have to look up how to get in touch with you. If youre social media savvy, include all of your social media information in your signature as well. Your email signature is a great way to let people know more about you, especially when your email address is does not include your full name or company. Pollak 23. Only use an autoresponder when necessary. However, one thing these messages do great is alert spammers that your email is real and that they can add you to their spam list. Peggy Duncan, personal productivity expert and author of Conquer Email Overload with Better Habits, Etiquette, and Outlook 2007 24. Train your staff.

Business owners should make sure their staff is trained in email communications dont assume they know what theyre doing, and what is considered professional. Set up email standards that everyone at the company should abide by. Pollak 25. Your email is a reflection of you. Every email you send adds to, or detracts from your reputation. If your email is scattered, disorganized, and filled with mistakes, the recipient will be inclined to think of you as a scattered, careless, and disorganized businessperson. Other peoples opinions matter and in the professional world, their perception of you will be critical to your success. Peter Post, director of the Burlington, Vermontbased Emily Post Institute, which offers etiquette advice and answers to manners questions such as wedding etiquette, parenting issues and table manners. These articles are editorially independent that means editors and reporters research and write on these products free of any influence of any marketing or sales departments. In other words, no one is telling our reporters or editors what to write or to include any particular positive or negative information about these products or services in the article. The articles content is entirely at the discretion of the reporter and editor. You will notice, however, that sometimes we include links to these products and services in the articles. When readers click on these links, and buy these products or services, Inc may be compensated. This ecommerce based advertising model like every other ad on our article pages has no impact on our editorial coverage. Reporters and editors dont add those links, nor will they manage them. This advertising model, like others you see on Inc, supports the independent journalism you find on this site. We write an email; we send an email; we forget about the email. Due to the sheer volume of emails sent daily, we tend to communicate in a way that we never would in person.

It's easy to slip into the habit of writing emails in a colloquial manner with abbreviations, slang and poor grammar. But this is where embarrassing mistakes can occur mistakes that can have serious business consequences and irreparably damage reputations. If the email is important, consider other ways to convey your message. Using capitals can trigger a negative response and annoy the recipient. Otherwise, all readers will see all email addresses, which can be especially annoying when viewing an email on a mobile device. Also, most people don't want their email address published for all to see, mainly to avoid receiving spam. Alternatively, you can use an email program like Outlook

to do a mail merge that sends a unique message to every person on your list. They're also surprisingly easy to intercept by malicious outside parties. If information you're sending is highly sensitive and you don't want it in the public sphere, don't email it. Even if the email isn't forwarded on to someone else, company management will be able to find out if you are sending inappropriate emails. If you're sent an email that says you've failed or let someone down, don't send a reply to defend yourself. Even if it feels like the right thing to do, once there is a written record criticizing what you have done, you put yourself in a weaker negotiating position. The ideal way to handle this is to either say nothing or write a quick response saying that you will look into the matter as soon as you can. Some people also may not understand these abbreviations. Emoticons may be a fun way of showing emotions, but you don't know how the recipient will take them and they look very unprofessional. It's always better to spell out exactly what you mean when you send someone an email. Also, it doesn't always work as some recipients may block the receipt function or their email software might not support it. If you want to know if a recipient has received your email, ask them directly to let you know.

You should never use a personal email account when sending workrelated emails. Imagine what a professional client would think if they saw the email address you used from your college days.Otherwise, you come across as too emotional, aggressive or immature. Remember you are sending business emails, not messages to your friends. It is important to be as professional as possible. Also, remember that just because you find something funny, it does not mean the recipient will feel the same way. If you have any doubts or are worried you might offend someone, leave humor out. You need to tailor your message to take the recipient's cultural background into account. However, lowcontext cultures German, American or Scandinavian prefer to get to the point quickly with less emphasis on personalization. Using correct grammar and punctuation is the first place to start. Full stops, commas, question marks; these are all things you learn in school. Use them! Sentence case is essentially what you see on this page starting every sentence with a capital letter. Until you know you have a friendly relationship with your contacts, writing informal emails may give off a bad impression. For example, if you're emailing Simon Peters, start the email with "Dear Mr. Peters" or "Hello Mr. Peters". Analyze their reply to gauge whether you can call them by their first name in your next communication. Using multiple font sizes and colors looks messy and is bad email etiquette. Keep font colors simple; black is the easiest color to read on all devices. If you use custom fonts when sending an email, the font may not be installed on your recipient's device, so the text will automatically change to a default one such as Times New Roman. It may come across as rude or pushy. Instead, use words to emphasize your point. Even if you're in a rush, it takes less time to proofread something compared to apologizing for a mistake you've made or clarifying a particular point.

This goes for mobile emails too and having a signature saying "Sorry for any typos" just doesn't cut it!. It's also wise to add the email address youre sending to last so you don't accidentally send your message before you're ready. So, give them that information through a professional email signature. This should state your full name, job title, company name, phone number and email address at the bare minimum. This is applicable to both desktop and mobile emails. Just don't include personal quotations or complex animations. A poorly written email is not only a reflection of you, but of the company you represent. You need to think of email as a permanent record that cannot be deleted and can be forwarded around the world in seconds. Properly written emails can go a long way with business contacts, especially when forging new professional relationships. By following these email etiquette rules, you will ensure you create a great lasting impression. Find out more or start your free trial today. Learn More Start your Free Trial. With the appropriate formatting and language, you can establish a professional reputation and clearly communicate your message. In this article, we discuss what business email etiquette is and provide tips for improving yours. Easily apply to jobs with an Indeed Resume Create your resume What is business email etiquette. Business email

etiquette is the customary set of manners used in professional email communications. Appropriate email etiquette involves including the necessary elements of a message, such as a clear subject line, greeting, closing, wellorganized body paragraphs and proper language. Employees should carefully consider the format and phrasing of their professional messages to make sure they're sending messages appropriately. Easily apply to jobs with an Indeed Resume Create your resume How to follow good business email etiquette These email etiquette guidelines can help you draft a polite and professional email for work.

Draft a clear, simple subject line Use a standard font Address your recipient formally Use carbon copy and blind carbon copy appropriately Structure your message clearly Provide a call to action at the end Include a professional closing Proofread your email carefully 1. Draft a clear, simple subject line The subject line is one of the most important parts of an email, since it is what recipients see first in their inbox. You can think of the subject line as the title of your message. It should tell the reader why you are writing or what you are writing about. Create a subject line that's direct so your recipient immediately understands what your message is concerning. This subject line should summarize the purpose of your email in a few words or a concise sentence. Keeping it brief and only including the main point of your email can improve the recipient's ability to see your message in their inbox. Your subject line should be three to five words long. Always write a subject line. You can make a good first impression by writing a clear, concise and attentiongrabbing subject line. 2. Use a standard font Keep your email's default font and text color for a neat, professional appearance. Default settings are often black or dark gray text in a simple, easytoread font. By using standard fonts and colors, you can better ensure your recipient understands your message and trusts that it is genuinely from you. Some examples of highly readable fonts include Avenir Arial Calibri Cambria Constantia Corbel Garamond Georgia Gill Sans Helvetica 3. Address your recipient formally Address the recipient as "Mr.," "Ms." or "Mrs." unless you know them very well. You may address people on a first name basis if you are often in cordial contact. Use a professional salutation, such as "Hello Mr. Cho" or "Dear Ms. Eli" to begin your email politely and professionally. It is especially important to use professionalism when addressing your contact if you are inquiring about a job.

This is appropriate when you're emailing a team of coworkers and want your recipients to see who else is on the team. The cc option openly shares everyone's names and email addresses, so you should only use this when sharing such information is appropriate for the group. Use blind carbon copy, or bcc, if you're sending your message to a group of people who do not know one another. This function conceals the names and email addresses of other recipients to protect their privacy when you do not want everyone on the message to receive contact information for the others. It also prohibits recipients from accidentally replying to a large group of people. 5. Structure your message clearly You can use a variety of structural techniques to organize your body paragraphs and break up large blocks of text to improve readability. When possible, try to keep your email brief by including up to three short sections. If you are sending a longer message, use short paragraphs and bulleted or numbered lists to highlight or outline important information. Be sure each paragraph connects to the next, and use the first sentence of each as a topic sentence that outlines the ideas of your message. Use plain formatting. Large attachments like images will sometimes be caught by your employers spam filter, and converting HTML to plain text or vice versa often looks messy. Use a plain serif or sans serif font and black text on a white field. Read more How to Write a Professional Email 6. Provide a call to action at the end Conclude your email with a clear call to action that tells your recipient what you want them to do next. You might ask for an inperson meeting, an RSVP, a file delivery or a general response. Provide a time frame for this communication, such as the end of the day or the end of the week. This call to action lets your recipient know what they need to do and how long they have to comply. 7.

Include a professional closing Conclude your email with a short closing, such as "Thank you," "Best

regards" or "Sincerely." Include your full name at the bottom along with your title and essential contact information, such as your phone number. This closing gives your recipient all the details they need to respond. As with the body of your email, avoid using colors, highlighting, unusual fonts or images in your email signature. Read more How to End an Email 8. Proofread your email carefully Reread your message before sending it. Spellcheck can catch many errors, but be sure to check for typos on your own, too. Look for proper punctuation, spelling and grammar. If you're reaching out to an important client, consider having a coworker look over the message as well before sending it on. Easily apply to jobs with an Indeed Resume Create your resume Tips for professional email etiquette The following email guidelines for business messages can help you draft emails that are professional and appropriate in any industry. Be polite and positive. Maintaining a professional relationship with employers, customers, clients and coworkers you interact with over email requires a professional tone. You can accomplish this by using formal language instead of slang, complete sentences, correct punctuation, writing out all words and avoiding exclamation points. If you have to address a disagreement through email, provide positive feedback and make sure any criticism you give is constructive. Keep these emails brief, and use an inperson meeting or a phone call instead if possible. Using different email addresses to separate your personal and professional communications also helps you keep your messages and contacts properly organized. Only "Reply all" when necessary. Think carefully about whether your response needs to go to everyone who was included in the original message. Only use the "Reply all" option when you're providing information that is relevant to the entire group.