TRUPERCEPTION

YOUR DESKTOP GUIDE TO WRITING BETTER EMAILS

Nearly 2.4 million emails are sent every second.

On average, business professionals send and receive 121 each and every work day.

With numbers like these, how can you improve the odds that your email will be noticed, read and actually acted upon?
Easy. Consistently craft better emails.

Make sure each email you write contains meaningful content, is delivered in the right tone and contains a clear call to action. While this won't guarantee your readers will open your emails, it will improve your chance of getting the response you want.

Your Better Email Checklist

① SUBJECT

☑ **Use subject lines that inspire action.**
For example, "Quick question," "Here's the solution," and "Who do you know?"

☑ **Keep your focus on your need.**
Don't use a dull, non-actionable subject like "Checking in."

② FIRST PARAGRAPH

☑ **Build rapport, if needed.**
You don't know what your reader is going through at the moment, so consider beginning with a brief, courtesy phrase like "I hope all is well."

☑ **Then get to the point.**
Don't hide behind extraneous background information.

③ BODY

☑ **Keep it brief.**
Online readers tire quickly, so sentences need to be shorter than their printed counterparts.

☑ **Stay respectful and positive.**
Avoid emotionally charged words and phrases like "ramifications," "inferior," "irritated," "shocking," "axe to grind," or "in the hot seat."

☑ **Ensure it is easy to read.**
Blocks of texts are intimidating. Craft short and simple paragraphs. Use bullet points, if necessary.

④ CLOSING

☑ **Set the stage for the response you need.**
The easier it is, the more likely you'll get the response you want. To book a one-on-one meeting write, "Let's get something on the calendar." To secure a phone conversation write, "I'll give you a call at 8 a.m. tomorrow to discuss the project."

⑤ BEFORE YOU HIT SEND

☑ **Check your grammar and spelling.**
Errors reflect laziness on your part, which shows a lack of respect for the reader.

☑ **Remove unnecessary words.**
If it isn't needed, leave it out.

☑ **Keep it to one request, if possible.**
Consider sending more than one email if you have multiple or unrelated requests.

Tips for Specific Scenarios

Sending an email to someone you don't know

Begin by establishing your credibility. If possible, reference a mutual acquaintance or offer a compliment such as, "I just saw a video of the impressive talk you gave on at-risk youth." Briefly validate what you have to offer by using "proof points" to document your strengths.

Addressing a colleague's mistake

Don't lay blame. To keep defensive feelings at bay, start your email by saying, "I need your help to clear up a potential misunderstanding."

Keeping your team in the know

Pique their interest. Instead of "I just want to update you" or "FYI" use a more compelling opener such as, "We are making great progress with XYZ industries."

Sending a critical email

Pre-screen the message. Send a copy to yourself and pretend it's coming from a complete stranger. If you'd be likely to read it, you're ready to hit send for real.

Bridging the time gap

When emailing someone you've fallen out of touch with, it may seem prudent to articulate the length of time that has lapsed since your last encounter. Don't. It only draws attention to the fact that you forgot about the reader. A simple "I trust all is well since we last connected" will suffice.

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