

How to Make Emails Effective

While John Heveron was recently stuck in an airport waiting for a flight, he had the chance to review some articles on effective emails. He put together a summary of the most important points to share with our firm and with others. We have found it very useful. I hope you will as well.

First - ask whether an email is the right method to communicate. If there needs to be some back-and-forth dialogue, pick up the phone. If email is best, do the following:

- ✓ **use a subject line that describes the purpose of the email** "board meeting Monday, can you come?" (sometimes the subject line is all you need)
- ✓ **briefly state your purpose** and provide a context "we will be voting on the revised bylaws and need a quorum".
- ✓ **conclude with the desired outcome** if it isn't already obvious, state what you are looking for "let me know if you will be able to attend".
- ✓ it is easy for your tone to be misunderstood, so **make sure the tone is right** (consider a warm greeting and/or thank you).
- ✓ **Proofread your email before sending** it. Be sure your message is clear and your tone is what you intend. Your email messages are part of your professional image.