

Writing Effective E-mails

1 Day

Description

E-mail is more prevalent today than ever before. Its instantaneous nature makes it a convenient, time-saving tool for businesses. However, it is also more important than ever to take the time to write messages that are secure as well as clear and error-free. The revised edition of Writing Effective E-Mail includes an added emphasis on how to avoid workplace disasters such as lost sales, customer-service nightmares--and in the worst cases, lawsuits and financial losses--triggered by careless or poorly written e-mail. This book will also guide you in writing a comprehensive and effective e-mail policy for your organization.

Prerequisites

- None

Objectives

- ✓ Decide when it is appropriate to e-mail.
- ✓ Draft an organized, attention-getting e-mail.
- ✓ Set the appropriate for an e-mail message.

Think Before You E-Mail

Beware Potential Perils
Deciding When to Use E-Mail
Addressing Your E-Mail Message
Replying to E-Mail Messages
E-Mailing to International Audiences

Composing Your E-Mail Message

Collecting Your Thoughts with the Five Ws
Writing a Subject Line with Real Oomph
Incorporating a Salutation and Signature
Grabbing the Reader's Attention: The Lead
Organizing with the Inverted Pyramid
Comparing Chronological Writing
Getting Started in Three Easy Steps

Keys to Effective E-Mail

Striving for Simplicity
Writing with Power...or Paste?
Eliminating Mechanical Errors
Spelling Counts!
Using the Active Voice
Avoiding Sexist Language

Polishing Your Cybermanners

Setting the Right Tone
Dodging Conversational Pitfalls
Watch Your Cyberlanguage
Extinguishing Flames
Punctuating with Smileys and Shorthand
Reviewing Netiquette Guidelines
Netiquette Guidelines for Managers

Formatting Your E-Mail Message

Selecting Format Settings
Enhancing Readability
Sending Attachments with Care
Battling Electronic Viruses

Managing E-Mail Overload

Controlling Your In-Box Clutter
Reducing Spam Intake
Organization-Wide E-Mail Management
Devising an E-Mail Policy for Your Organization
Using a Sample E-Mail Policy as a Guide