

# Tips for Professional E-mails

E-mails are the medium of choice for much of the communication within a business due to their convenience of delivery, minimal cost of sending a message and the ease of sending a message to multiple individuals. E-mail does have its disadvantages such as being viewed as informal, the message can be read in a different tone than what was intended and grammar and spelling mistakes can reflect poorly on the sender. Utilize these tips to ensure e-mails are professional and achieve the desired result.

1. Assess the audience who will read the e-mail.
  - an e-mail to a boss requires a different level of professionalism than an e-mail to a friend
2. Use professional language.
  - avoid using slang, multiple punctuation marks and emojis in professional emails
3. Organize the e-mail so the most important information is easily found.
  - e-mails will most likely be read quickly, make sure the main points are able to be easily found
4. Avoid using fancy formatting and fonts.
  - recipients may not have the same e-mail system, so some formatting may not be compatible
  - using too many fonts and lots of formatting such as background colors or patterns can make e-mails hard to read
5. Check and double check for spelling, grammar and punctuation errors.
  - easily fixed errors in e-mails can result in a poor impression by the recipient
6. Type e-mails in traditional sentence case NOT in all capital letters.
  - typing in all capital letters is difficult to read as well as can be interpreted as yelling in an e-mail
7. Be aware of privacy issues and make sure to have the consent to share information in e-mails which are sent or forwarded.
  - e-mails can contain sensitive, confidential or private information and can easily be forwarded; be sure to have the appropriate permissions before sharing an e-mail
8. Be polite.
  - written words often speak stronger than verbal communication, so be sure to treat recipients with respect and make sure not to put anything in an e-mail which would not be said in person
9. Do NOT assume the audience will be able to tell the difference between humor and seriousness in an e-mail.
  - personality and tone is hard to understand in written form
  - a sentence meant in humor can be read in seriousness and the meaning of the message can be misconstrued
10. Respond to e-mails in a timely manner.
  - prioritize e-mails, answer those which are most urgent first