



The Basics of Email

PRESENTATION BY: THE GOODWILL
CAREER PATHWAYS INSTITUTE

“Whatever you can say in a meeting, you can put in an email. If I have questions, I’ll tell you via email.”

- MARK CUBAN

Email and the Teleworker

- Email is a critical way in which teleworkers communicate with one another.
- It is important that we keep the integrity of the *intent of the message* when communicating via email.
- It is easy to lose intent, so when communicating professionally, there are some guidelines by which to follow that can make a positive impact on your communication.



Writing a Professional Email

Keep it short

- Anything more than about 3 short paragraphs will be completely lost on your recipient. Employees are usually scanning an email, not digesting every carefully crafted word. If there is something that needs to be said longer than 3 short paragraphs, add an attachment with things such as instructions, new policies, and letters for the recipient to read.

Avoid cryptic language

- Use language that a 7th grader can understand. You do not understand the level of education that the recipient or recipients have, so keep the language basic and digestible.

Begin with a greeting

- Always begin your email with a greeting. “Hello, Good Morning, etc.” There is an exception to this. If you have been going back and forth with someone in the same email string for a while, after 2 exchanges, it is okay to discontinue the greeting.

End with your name

- Sign your name. Just write your name on the end of your correspondence. Canned signature lines do suffice, but it can feel impersonal to the recipient.

Style Guidelines

Avoid-

- All CAPS- it can look like you are yelling.
- All **BOLD letters and words**. It can look like you are yelling.
- Replying All unless you really need to. Many times your response is only for a single recipient.

Do-

- A spell check to ensure that you don't have any mishaps.
- Proofread what you wrote. Again, there are words that can sometimes look like other words, so look again to be sure you have written the correct one.
- Respond to the emails that need your attention. That demonstrates respect to the author of the email.

Example Email

Let's see what an email can look like for 2 colleagues:

To: mringwald@bratpacktv.com

From: asheedy@bratpacktv.com

Subject: Invitation to Autograph Signing

Good Afternoon Molly,

I wanted to take a moment to check in with you about the upcoming event at the Farmers Market for you and Andrew to attend an autograph signing. Do you believe that you will be able to make it so that I can share that information with the vendor? Please let me know when you can so that I can let them know that the two of you will make it.

Talk soon!

Ally

Final Thoughts

Writing emails is a critical way for us to do business. Ensuring that you know how to have proper email etiquette will aid in successful written communication for years to come!

- You can use emoji's in email, just don't get carried away.
- When reaching out to someone you have never spoken to, use their surname.
- If you are at all concerned with how an email reads or sounds, have a trusted colleague proof it for you.
- Need more resources? Check out our companion site, GCF Learn Free
- <https://edu.gcfglobal.org/en/email101/email-etiquette-and-safety/1/>