The 7 GOLDEN RULES of Email Etiquette...
...that your recipients will love you for!

Objectives – The WIIFM?
- Learn when NOT to use email for communicating
- Identify 7 email etiquette “Golden Rules” that will maximize the professionalism of your emails
- Write emails that reflect well on the brand, image and reputation of TCC.

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The 7 GOLDEN RULES of Email Etiquette

ACTIVITY: Worst email etiquette blunders to avoid: ________________________________________________________________
___________________________________________________________________________________________________________
___________________________________________________________________________________________________________

1. Know when NOT to use email to communicate
   • When subject needs true dialogue—brainstorming—lengthy discussion by recipients
   • Topic is delicate—emotional—sensitive
   • To argue—criticize—deliver bad news
   • Time sensitive
   • Other communication options: _________________________________________________________________
   • The questions to ask yourself:______________________________________________________________

2. Keep it short—and get to the point
   • Convey message with clarity
   • Present facts and brief info concisely—no long diatribes!
   • Get to the point quickly
     o BLUF – Bottom Line Up Front
   • Short sentences and short paragraphs—better writing style
   • Limit paragraphs to 3-5 lines
   • Requests and FYIs
   • Bullets and numbering vs. items separated by commas in paragraphs – Ex: related questions
   • Interlacing - to respond to questions
   • Clear “Call to Action” – underline or place in own paragraph
   • Add attachments vs. placing in email body.
     o Mention attachment in email body
     o Attach when you mention it, then finish email body
   • Separate emails for separate topics
   • Know when to start a new email

3. Have a positive TONE
   • 38 percent of email’s message is conveyed through tone (body language of the email)
   • Must consciously insert tone—not leave recipient in mind-reader mode
   • To convey a positive, friendly and courteous tone, must choose your words ___________________________ and_________________________.
   • Delete doesn’t mean delete
     o Emails leave a ________________record and are ________ property.
• Never assume email is private or confidential
  o Never know who receives forwarded copy or BCC
• Re-read and edit for TONE before sending
• ToneCheck™ email plug-in to automatically check tone (See Resource page)

4. Write a specific, crystal clear SUBJECT LINE
• Crucial to show the email’s importance
  o Indicates contents of this specific email
  o Helps emails get opened and responded to
• Insert subject line last
• Most important words at beginning of subject line
• Change/edit subject line to reflect current thread of email message
  o Know when to start new email vs. continuing old email thread
• Indicate time sensitivity
  o Examples: Approval needed—Decision needed—Scheduling request—Your action requested.
• Avoid ALL CAPS, symbols and numbers in subject line (spam filters love these!)

5. Be GEEKY!—Grammar Geek—Spelling Geek—Punctuation Geek—Courtesy Geek
• Impeccable grammar, spelling and punctuation a must
  o Activate and use spell check and grammar check settings
  o Careful of predictive typing on mobile devices
• Avoid texting language, abbreviations, and acronyms
• Add recipient’s name last
  o To prevent misfires
  o Caution when using “auto fill” for recipient’s name
  o Use cut/paste feature when responding
• Re-read and edit before sending

6. Respond in a timely way
• End of day or within 24 hours
  o Acknowledge when response will be delayed
  o Apologize for delayed response – “A thousand apologies for my late response...”
• Avoid overuse of “reply all”
• Never respond in anger
• Solutions for responding to “nasty-gram” email
  o Write and save to Draft – re-read with fresh eyes next day
  o Write and delete (get it off your chest)
  o Start off politely—then offer solution (ex: plan to meet face to face)
    o Example: _______________________________________________________
• Acknowledge receipt of important attached documents, such as proposals
• Use out-of-office auto-responses – for vacation and days with back-to-back meetings
  o Courtesy to recipients—their concerns and needs being heard and taken care of
  o Include when you’ll return—name and contact number for additional assistance
• Clarify 24/7 connectivity boundaries with department/team/group re: responding to work emails after hours and on weekends.
  o Ex: _____________________________________________________________

7. Convey a consistently “PROFESSIONAL TCC LOOK” to all your emails

Before you hit the “Send” key – Check List!

• Appropriate Greeting/Salutation
  o Dear, Hello - acceptable, correct, professionally polite
  o Avoid Hey. Use Hi only if rapport is well established
• Use correct titles, forms of address, honorifics: Mr., Ms., Dr., Prof.
  o Better to err on side of formality
  o May go to first name basis after building rapport—or other person signs with first name
• Sign off (closing)
  o Indicates conclusion of email (just as a business letter does)
  o Personal choice—based on rapport and relationship with each recipient
  o Closing examples: Sincerely,—Best regards,—Kind regards,—Warm regards,—All the best, __________________________________________
• Consistent use of same standardized font styles and colors by all employees
  o Ex: Professional fonts: Arial, Calibri, Times New Roman, Trebuchet______________
  o Most professional font colors: black, dark gray, dark blue
• Include Automated Signature Block
  o Timesaver for you—courtesy to others who need additional contact information
  o Elements to include in your signature block: ________________________________
  ________________________________
• Emoticons – Yes or No?
• Use TCC email only for TCC work emails
  o For legal reasons—and to prevent adding bulk to work email Inbox
ADDITIONAL RESOURCES

1. To get Rachel’s FREE list of **249 Commonly Misspelled Words**:
   - go to [www.EtiquetteTrainer.com](http://www.EtiquetteTrainer.com)
   - Click on Contact Page in menu
   - Write “spelling list” in subject line

2. **ToneCheck™** Email plug-in.
   - Flags negative tone automatically
   - Prevents miscommunication before it happens
   - [www.ToneCheck.com](http://www.ToneCheck.com)
   - Free and paid subscriptions

3. For additional email etiquette tips, [www.EtiquetteTrainer.com](http://www.EtiquetteTrainer.com) Click on blog; enter keyword “email”

4. To receive Rachel’s quarterly business etiquette e-newsletter, *The Savvy Professional*, go to [www.EtiquetteTrainer.com](http://www.EtiquetteTrainer.com) to sign up

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**Great Email Etiquette...*Starts Here!***

**My “Action Steps”**

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<th>What I Plan to STOP Doing</th>
<th>What I Plan to START Doing!</th>
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