Natural = Habits

Harnessing the means and methods of efficient communication

Communications

7 Tips for Successful Email Communication

Emails have become a primary method of communication within and between most organizations. They are quick to create and send and establish a written record of the communication. This has distinct advantages, but also poses some traps which require consideration.

Pressing "Send" on an email is not a guarantee of a successful communication. Having your email read, understood and acted upon should be your objective. Remember, many people can receive hundreds of emails a day, so you need to make yours stand out.

Here are 7 tips for efficient email communication:

1. Address the email to the intended recipient. This might seem obvious but misspelling a name or selecting the wrong name from a contact list can lead to your information getting into the wrong hands or at least, not being seen by the right person.

2. Include a relevant, specific subject title. An effective subject title gives the recipient more reason to open your email. A vague or general title or worse, just a reference number, is more likely to lead the reader to ignore the email on the basis that it doesn't look important ("I'll get to it later") or to hit the delete button.

3. Always use a signature block which contains your contact details including phone number, return email address (even though this appears in the sender block of the email) and other details such as physical address or website if relevant. Most email programs offer the option to include the signature block on initial messages, and also for replies and forwards.

4. Use proper language, grammar and punctuation. Acronyms, shortened words and emojis are commonly used and understood in texts, but business emails are rarely the place for these. Your intended audience will feel respected, and will respect you, if you take the time and consideration to use correct language. Use clear, concise words, correctly spelled to reinforce a positive impression of you, the sender. Take particular care with people's names and company names and ensure they are spelled correctly. Avoid jargon unless you're confident your audience will understand it.

5. If you are including attachments, state clearly in the body of the email what the attachments are and a brief outline of what they contain. If you are sending an unsolicited email to a new prospect, consider that many people will not open unsolicited attachments as a matter of practice. You need to give them a reason to open your attachment. If possible, copy the content of the attachment and embed it into the body of the email message.

6. Once you press "send" you no longer have control of the information or the message. The recipient can forward your message to anyone including your competitors, the media, your boss or anyone else. It may also be used in court. Be careful that you don't say something that you may later wish to retract. Once it's out there, it's out there.

7. Avoid email "flooding". If you over use or just send out too many emails, they are more likely to be ignored. Being precise and thoughtful in your communication is far more likely to lead to positive results.

NATURAL HABITS
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