EMAIL

Know The Six Types of Email:

1. **Informing:**
   - not asking for something or responding to a request, but sharing information
   - Should be made clear that the email is for informative purposes only

2. **Connecting:**
   - Clear, succinct and friendly
   - Are sent to say hello or to socialize in a pleasant way

3. **Requesting:**
   - Emails that ask something from someone.
   - The most dangerous types of email, according to Shipley and Schwalbe
   - Interrupt and impose upon the receiver
   - can negatively impact relationships
   - Make sure the request is truly needed, reasonable and appropriate before emailing it
   - Requesting emails should be specific, to the point, relatively brief, focused and polite

4. **Responding:**
   - Emails that acknowledge and respond to requesting emails
   - Promptly expected, but often time-consuming to write
   - Successful responding emails give the answer right away at the top of the email
   - A response does not always have to have an answer, but a promise of something constructive to say as the request was asked
   - Response containing bad news should be swift
   - Late responders are better than no responders at all
   - Response should mirror the requesting email in form, style and tone (a long request should be given a "chatty" response, a "chatty" requesting email should be given a "chatty" responding email, etc.)

5. **Thanking:**
   - Thank-yous should be proportionate to the original deed
   - "Big" thank-yous for major deeds should be followed up with another form of gratitude (phone call, special delivery, etc.)
   - Should only thank the right people
   - Should not contain requests or anything other than the thank-you

6. **Apologizing:**
   - all the rules of thanking emails apply (pg. 170)
   - Insincere apologies are obvious and should not be sent
   - Should use the active voice, especially if apologizing for something severe
   - Email format is not always appropriate for an apology
   - The words "sorry" or "apologies" should be in the subject line
   - Do not Cc

Know the Key Features of the Requesting Email:
- Put something interesting and attention-grabbing in the subject line