

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 is considered
 - Response containing bad news should be swift
 - Late responses are better than no responses at all
 - Responses should mirror the requesting email in form, style and tone (a long request should be given a long 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