**Tips for Writing Effective Email**

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1. Create a subject line that is descriptive and specific.
2. Keep all email as brief as possible.
3. Use a polite, professional tone.
4. Provide a concise line of context if necessary. (Example: “I’d like to talk more about the idea you raised in last week’s meeting about using outside vendors for the Evans Project.”)
5. Specify what you’re asking for or what you need early in the message.
6. Note that when drafting an email, the last thing you write is sometimes the most concise statement of the email’s purpose; if that’s the case, move it to the start of the message when fine-tuning your content.
7. If there are multiple questions, steps, or issues relating to your central need, specify them (“What do you think about the proposal?” is not a good question. “Can we move ahead with the project by Friday?”)
8. If you’re communicating about more than three issues/questions/ steps, consider using bullet points.
9. Specify relevant deadlines or time lines; conversely, getting a response isn’t urgent or if a response isn’t required, say so.
10. End the email with a statement of action or resolution. (Example: “Let’s discuss this more at our lunch meeting tomorrow.” “Call or email me if you have any additional questions.” “I hope this addresses all of your concerns.”
11. If something in your email is particularly important, bold print it; but use bold print sparingly. (And never use ALL CAPS for emphasis.)
12. In general, the faster you respond to an email, the shorter your response can be.
13. When faced with a packed mailbox, identify which require responses that are quick, moderate, and involved.
14. When responding to an email, provide only the information requested.
15. If someone emails you with a request that you can’t get to right away, email a response to let them know when you’ll be able get back to them with what they’ve asked for.
16. Write in a style that is concise; don’t be wordy, and avoid unnecessarily complex words/phrases (e.g., “due to the fact that” versus “because”).
17. Be selective about CCing, Reply All, and forwarding; send your email only to those who are directly involved or connected to the message.
18. Know when to redirect responses to a group message.
19. Don’t piggyback a new topic on an existing email thread; if a relevant tangential topic rises out of the discussion, write a new email specifying that topic in the subject heading sent only to the particular people involved.
20. In a group email thread, if consensus on a topic is evident, don’t add on (unless the sender has asked to hear from everyone).
21. If writing to confirm what seems like consensus, request responses from outliers rather than re-confirmation from the group. (Example: “At this morning’s meeting, everyone seemed to be onboard with moving forward with the Evans project; but if anyone has concerns or objections, please email me by tomorrow afternoon.”)
22. When emailing to set up a meeting with an individual or small group, specify possible date or time frame; if emailing to set up a meeting with a larger group, consider using a scheduler.
23. Having some kind of set signature is standard practice, but keep it professional.
24. Be very wary of using humor in business place email, and avoid sarcasm completely.
25. Proofread, proofread, proofread before hitting “send.”
26. If you haven’t heard back from someone you’ve emailed, it’s acceptable to send a follow up after a reasonable amount of time.
27. If you receive an email that appears insensitive or rude, assume first that it might have been miswritten; respond asking for clarification before making judgment.
28. Avoid sending an email if you are angry or upset; calm down first, check in with someone else
29. If possible, limit the amount of time you spend each day responding to email.
30. Know when to pick up the phone or walk down the hall to deliver a message or ask a question.