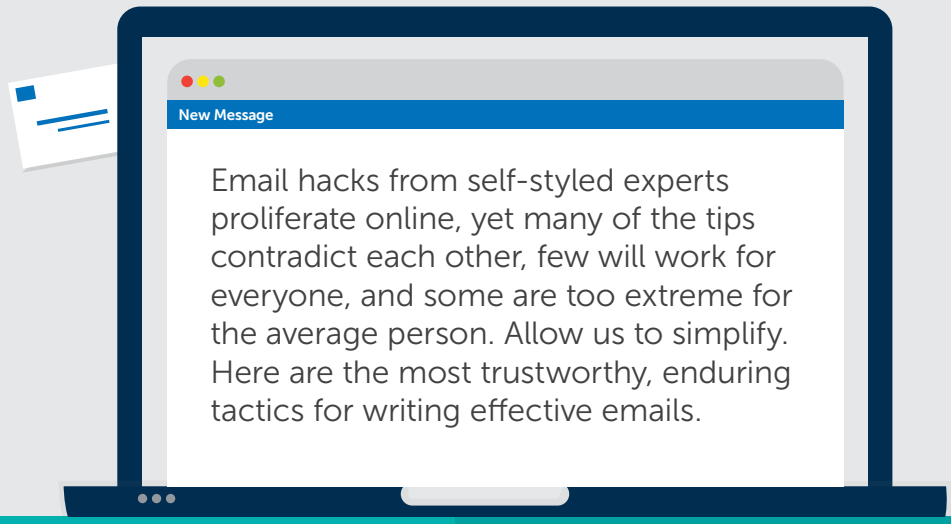




Timeless Tactics FOR EFFECTIVE Emails



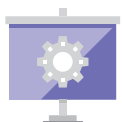
Email hacks from self-styled experts proliferate online, yet many of the tips contradict each other, few will work for everyone, and some are too extreme for the average person. Allow us to simplify. Here are the most trustworthy, enduring tactics for writing effective emails.

Make sure email is the **right channel**

Face-to-face is often better for



Interactive dialogues



Complicated explanations



Difficult conversations

5

Messages longer than 5 sentences



Sensitive topics



Send to the **right people**



Don't reply all by default



Try thinking beyond your go-to list of collaborators



Don't copy people who don't need to take a specific action



Consider explaining who has been copied and why



Send email at the **right time**

1

Don't send email outside of *core business hours*

2

Most email tools will let you schedule an email to *send at a different time*

3

Instead of checking email every few minutes, consider processing it in batches *every few hours*



Include the **right content**

KEEP

Answer the essential questions: Who? What? When? Where? Why? How?

TOSS

Lengthy background details that don't contribute to your main point

KEEP

A concrete and descriptive subject line

TOSS

Vague subject lines that could mean anything

KEEP

Highlight your main point or the names of people who need to take action

TOSS

Jargon that some recipients might not know

