

## RULES FOR EMAIL ETIQUETTE

Email is one of the most common ways to communicate. There are best practices that should be used when sending a message to a potential employer, business partner, coworker, supervisor, or acquaintance. Use the rules and guidelines below to avoid mistakes and miscommunication.

### Dear Mr. / Ms.,

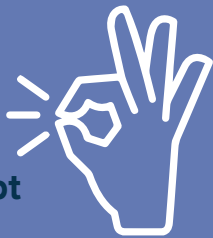
#### RULE 1

**Lead with professionalism, and don't assume you're on a first-name basis with the person you're emailing**

- The salutation should always be in the formal (i.e. Mr., Mrs., Ms., Miss) unless otherwise stated.

#### RULE 2

**Get to the point of the email without coming across as rude or abrupt**



#### RULE 3

**Choose your subject wisely**

- Your subject line must indicate the purpose of your message.



#### RULE 4

**Don't be sloppy to appear friendly**

- Play it safe – finding a balance between formal and friendly is ideal for the first contact.



#### RULE 5

**Writing in a conversational tone can come across as too casual, while a formal tone can seem too stern or impersonal.**

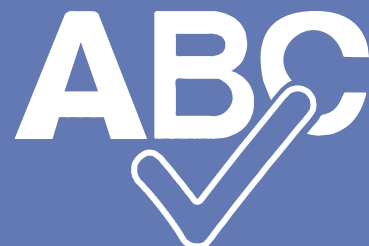
- Write as if you're addressing a close professional contact.



#### RULE 6

**Proofread your email before sending**

- Check for correct grammar, spelling, and punctuation.
- If you don't consider these things, you could appear lazy and can give the impression that you're not a good person to work with.
- Check emails using spell check or on [www.grammarly.com](http://www.grammarly.com).



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### RULE 7

#### Watch the tone of your email

- Adopt a matter-of-fact tone while avoiding sarcasm.



### RULE 8

#### Avoid sending an email when a face-to-face discussion would be better

- Delicate topics are not appropriate for email.
- If there are issues between you and the recipient, it is best to talk through those sensitive issues in-person.



### RULE 9

#### If you're sending an attachment, don't forget to attach it



### RULE 10

#### Read and re-read your email prior to sending

- Consider how you would perceive or receive the message.
- Don't send it unless you would feel comfortable receiving it.



### RULE 11

#### Reply to emails promptly

- Treat emails as if they were phone calls, and respond in a timely fashion like you would after receiving a phone call.
- If you need extra time, let the sender know you received the message and will respond thoroughly as soon as possible.



The bottom line with email communication is to think before sending!  
You never get a second chance to make a first impression!