



E-MAIL ETIQUETTE

Writing Powerful Messages



Parts of an E-Mail

- **Greeting**
 - **Using a name in the greeting:**
 - Ensures recipient that message is for him/her
 - Is a social nicety
 - Develops rapport & connection
 - Creates a more professional impression
 - **Deciding on the title:**
 - Formal greeting – Use Mr. or Ms.
 - E.g.: “Mr. John Smith” or “Ms. Sager”
 - Informal greeting – Use only first name
 - E.g.: “John”
 - Casual greeting – Use full name without title
 - E.g. “John Smith”

Closing

- **Choice of words:**
 - Use “Sincerely” or “Regards”
- **Punctuation in closing:**
 - Use comma
 - E.g.: Sincerely, Regards,
- **Details about signature blocks:**
 - Best position is at the end of the message.
 - Ideal to use four or fewer lines.
 - Provides ways to “find” you other than replying to the email message.
 - People can trace you even if your message was forwarded.

Spacing

- **Spacing the Greeting:**
 - Use a double space between the greeting and message.
- **Spacing the Message Body:**
 - Sentences within a paragraph are single spaced
 - Use a double space to separate between paragraphs.
 - Do not indent the paragraphs.
 - Use a double space between the last sentence and the closing.
- **Spacing the Closing:**
 - Use double space between the closing and the beginning of signature block.
 - Use single space within the signature block.

Subject Line

- How do you ensure that your email is opened?
 - By using a good choice of wording in the subject line.
- What is the purpose of the subject line?
 - To allow the reader to see at a glance what the message is regarding.
 - It serves as gatekeeper, determining whether the message is viewed by the recipient.
- How important is the subject line?
 - **The subject line is vital!** It's arguably the most important line you write in an email.

Replying to Email

- **Two ways to reply:**
 - Maintain the “thread”.
 - Use this to reply to the message.
 - Create a new message.
 - Use this when addressing a new topic.
- **2 reply buttons:**
 - **“Reply”**: When you press the “Reply” button, the response goes only to the original sender.
 - **“Reply All”**: When you press the “Reply All” button the response goes to all the people who received the original message.
 - This is only an option if the mail was “CC’d” to others apart from you.

CC's

- **CC's: stands for Carbon Copy:**
 - Decide who needs to get a carbon copy
 - Sending every email to your superiors to create an impression will only create irritation.
- **Multiple Recipients:**
- **When sending group emails:**
 - Group all people in the same category under one name.
 - When creating a mail only the name of the group will be visible in the “To” line.
 - This provides privacy to the recipients.

Forwarding

- **Disadvantages of Forwarding:**
 - Violation of privacy
 - Too many addresses make the message cumbersome
- **2 options regarding forwarded messages:**
 - Forward the message after deleting the list of addresses
 - Copy the information and paste it into a new message window.

Contact Information

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