

The 5 Steps to a perfect email

Learn how to write effective and concise emails, that are opened and read every time, that avoid the build up of those long trails of emails and that shorten the communication gap between you and your audience.

Considering that 99 % of email users check their email inbox every day, we would think that our chances of getting our sent emails read are quite high. The reality is that at least 40% of those users say that at the end of the day they still have at least 50 unread messages in their inbox.

What if our email is part of those stranded emails that stay in the inbox day after day?

Follow these **5 steps** to write perfect emails that get read every time! Enhancing your communication with your audience and avoiding confusion and misunderstandings.

Before we start, let's remember the **5 C's** of communication. As they are going to come in handy when we write our perfect emails.



5 C's

- 1 Clear**
- 2 Cohesive**
- 3 Complete**
- 4 Concise**
- 5 Concrete**

STEP # 1

Pick the right time and day to write your email

If 58% of email users check their email first thing in the morning, and in average a user checks their inbox 20 times a day. Our efforts need to be inline with that behavior pattern, to receive the response we need or create the impact we want.

- If you are writing an email to offer a product, write on Tuesday, Wednesday or Thursday afternoon. Just like you, your audience on a Monday its trying to start their day, and on Friday their brain its in weekend mode more or less after noon. So they are less likely to pay attention to your new proposal if you send it those days.
- If you are following up on an important matter, make sure you write it down at the end of the day(if possible), that way your audience will receive it next day in the morning and will read it first thing, with a clear mind before starting their day.

STEP # 2

Make sure an email its the correct media to send your communication



EMAIL

- When you are writing a formal communication to introduce yourself or your product to someone.
- If you need to document information in case is needed for later
- If what you are writing has the potential to be legally binding in the future
- If you are sending a directive to your team
- To write long pieces of information

TEXT MESSAGE

- When you are writing an informal communication to a colleague or a friend
- When you need to confirm information that is not crucial to a project
- If what you are in constant collaboration with a colleague
- To write concise and timely information

STEP # 3

Use the TO, the CC and the BCC properly

To:_____ It is specific to the person you are sending this email to. You are expecting an answer from this person or you want this person to be certain that this email is written directly to them.

CC:_____ CC stands for Carbon copy, which means, that in this space you only write the email addresses of those that are in need to be copied or informed of such communication. You re not to expect a reply from them and you are not expected to reply to an email if your email address its written in this space.

BCC:_____ BCC stands for Blind Carbon copy, that means I am copying the email to someone in confidence. Only the owner of this email address will be able to know that was copied in the email. Be very CAREFUL when included in an email as a BCC, as you are not to reply to it in any circumstance or you could betray the trust placed in you by the sender.

STEP # 4

Write the subject of your email carefully

The subject is one of the most important sections of your email.

- It will define how fast your email is read.
- It will help you find that email later on, as it should be concise and specific.
- It should be a clear and short so your audience gets a glimpse of the email ahead.
- It should communicate the urgency in which it should be reviewed and replied to.

STEP # 5

Clear mind = Clear message

There are three stages you need to follow when writing and email

Stage 1: Before you start writing, think about who will read your email. If you have already received an email from the person you are writing to, a good trick its to write the email using their same words and demeanor.

For example, use the same greeting they are using (Dear, sir, Hi, Hello: never Hey) and conclude your email in the same manner that the person does, (best, sincerely, greetings).

That way your receiver will feel comfortable reading your emails and will concentrate in the content you are sending not in the way it is written.

Stage 2: The body of your email, should be concise and precise. Before writing, ask yourself what you want to get out of this email, what is it for. Is it to inform, to send a directive, to sell, to confirm information. Are you expecting a reply from the receiver of this email?

Stage 3: Use your punctuation, grammar and space your paragraphs properly to highlight important information and to guide your reader through the email. Don't use UPPER CASE, as it is perceived as SHOUTING. Make sure your email is written properly so your audience concentrates in the content and not the form it is written.

BONUS

What to do when writing an email when I am in distress or angry?

1. What ever you do, don't write the email address of the sender in the To:___ section of the email. Leave it blank, you will add it later. That way you will not send the email accidentally in the middle of a sentence.
2. Write everything that comes to your mind and save your email in drafts. Leave it in the back burner as much as you can, if you can wait until the next day to reply to that stressful email, that will be ideal.
3. Come back to it, when your mind is clearer, and read it again with a new and refreshed set of eyes. Trim the email. I am sure you started with a full article and now that you have the chance to read it again, you will see that there is a lot of unnecessary words that get in the way of your opportunity to convey your message clearly and to the point.
4. Concentrate on facts not people. Leave the emotions sitting on the bench for this time, they won't help when trying to get your message across.
5. And lastly, when possible, ask a colleague to review it with you, to make sure your words are saying what your mind is thinking.

And now HIT send!! and don't worry! you will be fine!!

**The
Business
side of
design**

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