

5 Things Every Email Must Do To Be Effective



Your Challenge? Figure out how you can be sure that all five of these things happen when you send an email.

1. Get Read:

If your email is not opened and read, it is useless.

Suggestion: Use a meaningful Subject Line that piques your readers' interest.

2. Be Understood:

If your readers do not understand your email, one of two things will happen:

- 1) They ignore it, making your email useless. **OR**
- 2) They will contact you for clarification wasting your time and theirs.

Suggestion: Be Clear. Write to the level of your readers. Write in a way they will understand by using words they will know.

3. Get the Desired Results:

If your email does not get the results you want, you will have to follow up wasting more time.

Suggestion: Be specific. Tell your readers what they need to do and why. Focus on how they will benefit from doing what you want.

4. Build or Maintain a Good Relationship with Your Readers:

Failing to have good relationships will make working with your readers more challenging.

Suggestion: Be friendly and positive. Talk with your readers, not at them. Talk about them and their interests. Talk about what you can do, not what you can't do.

5. Make a Positive Impression on Your Readers:

After reading your email, your readers should perceive you as a competent professional. If they don't, your email may have hurt your career prospects.

Suggestion: Be professional and correct. Write so you sound professional, but not stuffy. Ensure there are no spelling, grammar, or punctuation errors. Double check names, dates, facts, and figures. Have someone else read it **BEFORE** you send it.

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