



## Reminders When Communicating via E-mail

### Get to the Point

Don't drag out your e-mail messages. No one has time to read a long message. You may find that the recipient is discouraged to read it, and will "save it for later," AKA delete it. If you really have a lot to say, it may be worth a phone call.

### Have a Relevant "Subject" Line

Replace vague subject lines (e.g. "here it is") with a better grabber that will help your recipient read, remember and refer back to your e-mails (e.g. "Account Managers Conference Agenda - Denver, November 2009").

### Don't Overdo the !

Avoid marking all your e-mails as urgent, when they really aren't. If you overuse the "flag" or !, when you really *do* have an urgent message, it may not be treated in the way you wish and instead, be deleted.

### Answer Promptly

Customers send e-mails because they want a quick response. Therefore, e-mails should be replied to within the same working day. If the reply requires some time on your part, it would be courteous just to send a quick e-mail saying that you received the message and that you will get back to the person. Doing so will ease your customer's mind.

### Answer All Questions

If you are replying to a customer, make sure you answer all of his or her questions. If you don't answer all of the questions, you can be sure you will get more e-mails regarding the questions you left unanswered. This wastes your time, and more importantly, the customer's time.

### Avoid Conveying Feelings of Anger

Some people make the mistake of telling a person off in an e-mail. Big mistake! E-mails can be saved, copied, forwarded and printed. It can – and most likely will – be used against the sender.

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