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## *Email Etiquette – Questions to ask yourself before you hit send!*

Over the last few months I've researched and written about various aspects of Email Etiquette (see the Newsletter Archive at <http://www.idnac.org/news-archive.html> for past articles), and I have to admit that I had no clue when I started this research that there were so many aspects of Email Etiquette.

I was "spurred" into writing about Email Etiquette after 3 grueling weeks of receiving email communications from Advisors, customers, and potential customers that were simply incoherent and made no sense what-so-ever, and to be honest----I was just "fed up". How many times have you received an email from someone, read it, re-read it, re-read it again and were still left wondering "What are they talking about" or the "huh?" factor. ☺

### **The bottom line of Email Etiquette is this:**

Sending email that looks good is a reflection of your professionalism. An email that is properly written not only makes you look good, but it is easier for the recipient to read, which will win you lots of points with that individual.

Sounds pretty easy....doesn't it?

### **How to Make Sure Your Email Gives a Good Impression**

I love email. It's much less intrusive than a phone call because it can be read at the convenience of the recipient, and far faster than a traditionally mailed letter.

Remember though that with email the only impression others have of us may be the one they get when they read our email message. That's why it is important to take care in composing those messages. Before you hit the send button, take a moment and ask yourself these questions.

### **What does my email address say about me?**

For business related emails make sure your email address conveys a professional tone. Don't use email addresses that are suggestive, childish, cute, or non-identifying. There is no place for that in business related email.

### **Is the name and email address in the "TO:" field correct?**

Many email clients pre-fill the "TO:" field for you when you type in the first few letters of an email address or a recipient's name. You want to make sure that your message reaches its intended destination.

### **Have I properly addressed the recipient?**

First names are often okay in business writings. Look at how the recipient signed his message before you reply "Hi Ed", when he signs his messages with "Edwin".

### **Have I used the appropriate tone?**

As the saying goes, **"It's not what you say, but how you say it."** Sometimes it's a lot easier to convey the meaning of your words when you speak than when you write. Make sure that your tone is polite and friendly, but that you also relay your intended meaning.

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**Is my email too wordy (or is it not wordy enough)?**

Get your point across quickly, but make sure that you don't leave out important details.

**Have I attached unsolicited attachments?**

Get permission or notify the recipient before you send that file attachment.

**Have I proof-read my message?**

Errors will make you look careless.

Finally, if you send an email that looks good and sounds professional while conveying warmth and friendliness you will make a lasting impression on the person that you sent it too. You will also look like you take pride in your work and know your way around the computer and the internet. This can be an important consideration for the recipient of your communication.

*Nancy*



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