

7 Quick Tips to Write Better Emails

by Mary Vinnedge

A guide to concise, commanding communiques

Gisela Hausmann, author of *Naked Words: The Effective 157-Word Email*, says short (but not too short) emails are best. The beauty of them? That they can be read without having to scroll. Their brevity allows the reader to grasp content quickly.

Here are more tips from Hausmann, who has analyzed more than 100,000 emails:

- Put a number in your subject line: We do pet makeovers 33 percent faster (or 20 percent cheaper); meeting at 2 p.m.; \$12 off.
- Open with a greeting that uses the person's name: Good morning, Ralph.
- Write your email so it has the same impact as a short in-person meeting with the recipient. Reading the email aloud to yourself will help you decide whether it has that in-person impact.
- Before sending important emails, let them sit awhile and then reread them. You'll see wording you can improve.
- End in a way that fits the subject matter: Thanks very, very much; hope this information helps; thank you for your consideration; yours respectfully; cheers; :); etc.
- To stand in for a handwritten signature, type your name above your automatic signature line. Doing so shows extra TLC.