

# ▲ **Winning** **III Language**

**Email hacks:**  
**7 tips in 7 minutes**  
*Anya Zhuravkina*

# **1. Plan your message**

1. Who are you writing for?
2. What do you want them to take away?

# What would you like your reader to?



**Know**



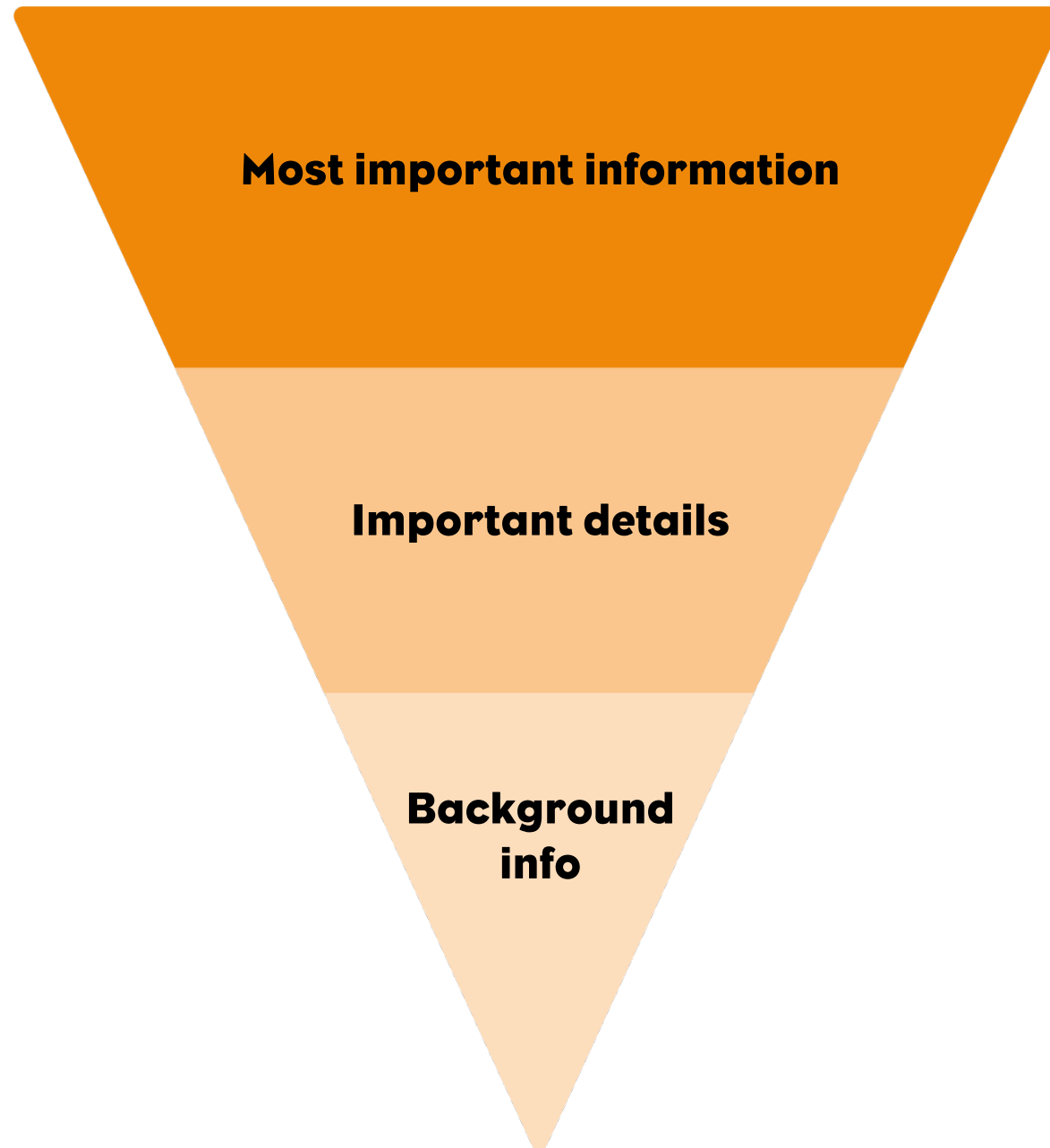
**Feel**



**Do**

- 1. Content (what you say)**
- 2. Structure (how you organise info)**
- 3. Tone (how you say what you say)**

## **2. Get your reader's attention**



**3. Make your  
subject line count**



## **4. Add subheadings**

# Different types of subheadings

**Labels** e.g. Next steps

**Questions** e.g. What do I need from you?

**Summaries** e.g. Join us on 10<sup>th</sup> July for a cyber workshop

## **5. Be clear & concise**

“If you can’t explain it clearly,  
you don’t understand it well  
enough.”

Albert Einstein

# Be clear and concise

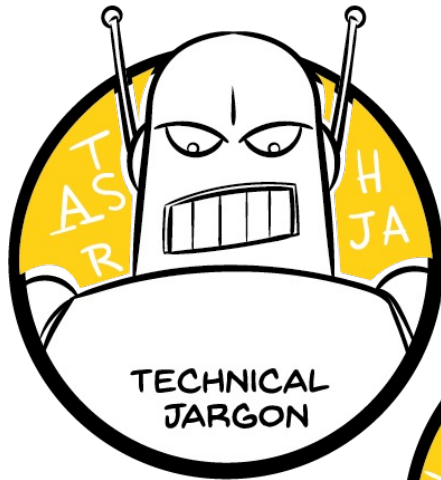
Dear Team,

In line with the recent organizational directive aimed at enhancing our operational efficacy, it has been determined that a series of procedural adjustments will be instituted. These modifications are anticipated to facilitate a more streamlined workflow and optimize our output metrics. The intricacies of these changes will be delineated in a forthcoming communique. It is imperative that all team members assimilate the forthcoming procedural modifications expeditiously to ensure seamless integration into our operational framework. Your cooperation and compliance in this regard are paramount.

Kind regards,

Paul Briggs





### **Technical jargon:**

"Multi-platform cloud integration implementation..."

### **Consultancy speak:**

"Let's circle back for the 50,000-ft helicopter view..."

### **1950s radio announcer:**

"On behalf of Company ABC, I am delighted to be awarded the opportunity to tender for this engagement..."

VS

**Speaking like a normal human being.**



| Latin    | Anglo-Saxon |
|----------|-------------|
| Assist   | Help        |
| Obtain   | Get         |
| Utilise  | Use         |
| Commence | Start       |
| Action   | Do          |

| Legal          | Normal |
|----------------|--------|
| Therefore      | So     |
| However        | But    |
| Furthermore    | And    |
| As well as     | And    |
| In addition to | Also   |
| Regarding      | About  |
| In order to    | To     |

**6. Read your writing out  
loud**

**7. Go back to your plan &  
edit out anything  
unnecessary**

- 1. Plan your message**
- 2. Get your reader's attention**
- 3. Make your subject line count**
- 4. Add subheadings**
- 5. Be clear and concise**
- 6. Read your writing out loud**
- 7. Go back to your plan & edit out anything unnecessary**

▲  
**||| Thanks**

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