

EMAIL WRITING CHECKLIST

SUBJECT LINE

- ✓ Keep it short and clear, and give a sense of what follows. Think "Please approve: speech to Women's Institute".
- ✓ Even in personal emails, use the New York Times test. Would you want to see this on the front page of a newspaper?
- ✓ For emails sent to a larger number of people, try a command word in square brackets. Like [Meeting] followed by subject.



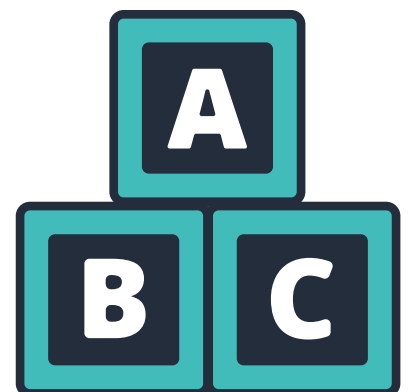
EMAIL BODY TIPS



- ✓ Personalise it as much as possible, including referring specifically to the reader.
- ✓ Signpost the reader to your attachment (such as a document, or a website). Don't copy and paste from it.
- ✓ Be very clear on your call to action — no one should ever read an email being less than 100% sure on what they're being asked to do.
- ✓ Don't be afraid to be direct. A busy recipient will often prefer a straightforward ask — "can you please do this?"

EMAIL STRUCTURE

- ✓ Paragraph 1 — a clear sentence that outlines what you want from your recipient.
- ✓ Paragraph 2 — why you're contacting them now, tied to something specific or colourful. Any further detail also goes here.
- ✓ Paragraph 3 — repeat your ask, giving more information on the action or deadline.



EMAIL WRITING CHECKLIST

SIGNING OFF

- ✓ Never end an email with "I look forward to hearing from you" or "I will await your response" – it seems passive-aggressive.
- ✓ Instead try, "please let me know your thoughts either way by [specific date]."
- ✓ Or if it's a cold email, you could use "If you're not the right person to be speaking to, I'd appreciate it if you could point me in the right direction".



CHASING UP AFTERWARDS



- ✓ Be polite and friendly, but keep your language clear. You don't need to apologise for chasing up, but you also want to make it easy for the reader to respond.
- ✓ Don't reiterate the request, but instead ask if they've seen the email – it puts less pressure on the reader and is more likely to reopen the conversation.

TIME OF DAY

- ✓ Where possible, send emails just before 9am. Studies show this is the most likely time to get your email opened and receive a reply.
- ✓ If you can't send your email early in the morning other good times for sending emails include 2-3pm and 8pm.

