37 TIPS FOR WRITING GREAT WORK EMAILS

Tips for the subject line & introduction

1. Put the topic in the subject line
2. Make the purpose clear in the subject line
3. Indicate urgency in the subject line (*if appropriate*)
4. Say what you need in the first line
5. Say when you need a response
6. Deliver your key message in the first lines
7. Summarise the key information
8. Say if you have multiple topics (and how many)
9. State how many questions you've asked in the email
10. Only change a subject line in a reply if there is an error
11. Don't say thank you at the start of an email
12. Don't worry about which greeting to use

Tips for layout & formatting

1. Write short emails – they are more likely to be read
2. Use short paragraphs and bullet points
3. Put questions, actions, and decisions on their own lines
4. Label questions, actions, and decisions
5. Write actions using the format - "*who* will do *what* by *when*"
6. Requests should say who will do what by when
7. Write decisions using the format - "*who* decided *what,* and *when*"
8. Repeat the questions from other people's emails when answering them in yours
9. Longer emails need more structure
10. Multi-topic emails need more structure
11. Use attachments & links to keep supplemental detail out of the email
12. Use clickable hyperlinks instead of text URLs
13. Use templates for recurring emails

Tips for group emails, email chains, & forwarding

1. If you must use Cc, explain why people are Cc'd
2. Don't use Bcc for spying
3. Only use Bcc for keeping data secure (or sending a copy to yourself)
4. Explain to the group why you add someone to an email chain
5. Tell someone why you added them to a group email
6. Explain to the group why you remove someone from an email chain
7. Tell someone why you removed them from a group email
8. Add a summary when forwarding an email chain
9. Never introduce a forwarded email chain with "FYI"
10. Refocus an email chain that's drifted by reminding the group of the original intent
11. Don't change topics in an email chain. Instead, start a new chain for the new topic
12. If a conversation moves beyond email, come back to the email chain to summarise what happened