ASSESSMENT: HOW DO YOU STRUCTURE YOUR EMAILS?

For this self-assessment activity, find the last three to five long emails you sent. These can be the start of a conversation or part of an email chain. The important part is the length of the emails, so choosing ones that required the recipient to scroll to read all of them will work best for this activity.

- Are all paragraphs short (less than 4 lines or six sentences)?   YES / NO / SOMETIMES

- Did you use bullets or numbering for any lists wherever possible?   YES / NO / SOMETIMES

- Have you used headings or text formatting to separate topics?   YES / NO / SOMETIMES

- Are questions, actions, and decisions on their own lines?   YES / NO / SOMETIMES

- Are questions, actions, and decisions clearly labeled?   YES / NO / SOMETIMES

- (If the email is a recurring topic) Have you used the same format/template for each of the regular recurring emails?   YES / NO / SOMETIMES

- Considering the answers above, are your emails as short as possible?   YES / NO / SOMETIMES

- Are all the URLs clickable hyperlinks?   YES / NO / SOMETIMES

THINGS TO CONSIDER

If you circled YES for each question, well done, you start your emails clearly. If any of your answers are NO or SOMETIMES, your emails might not be as effective as you want. Longer emails with dense text are harder to read and research shows people are less likely to read them at all.

For any of the questions you didn't answer YES to, consider what changes you can make to improve the brevity and clarity of your message.

What specific parts of your email structure do you need to improve?

_____

_____

_____

_____

_____