MMspire Trading Company

Career Seminar

Or
Finding a job

How to Write A Professional Email

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Remember:
* Email is forever
* Always be professional
* It your first shot at introducing yourself
* Its how you maintain relationships at work.

Email Executive List
1. Choose a correct personal email account
2. Compose subject line
3. The professional address
4. Compose concise message that relates ONLY to subject line
5. Check message tone
6. Use a professional signature line
7. Proofread
8. THEN add addressee

Use a Professional Email Address for Your Personal Email

If you work for a company, you should use your company email address. But if you use a personal email account — whether you are self-employed or just like using it occasionally for work-related correspondences — you should be careful when choosing that address.

You should always have an email address that **conveys your name** so that the recipient knows exactly who is sending the email. Never use email addresses (perhaps remnants of your grade-school days) that are not appropriate for use in the workplace, such as "babygirl@..." or "beerlover@..." — no matter how much you love a cold brew.

This guy should never appear at work or during professional Networking events. Not even in email form.

PROFESSIONAL E-MAIL: Subject Line

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33% of email recipients decide whether or not to open an email based on subject line alone.

- Always write your email subject first
- Only address in the email that information which corresponds to the subject
- Subject line should have fewer than 50 characters due to mobile devices
- Be very specific.
- Use clear and concise language
- Use the most important words first
- Eliminate all the filler words
- If you are sending to someone who doesn't know you, use your name or the name of someone who recommended you
- Use logical keywords for search/filter
- Note if you need a response
- Set the deadline in the subject line
- Never use this: noreply@company.com
- Never use all capital letters

For example, writing "Do you have a sec?" is vague, says Augustine, since the reader will have to open the email or reply to figure out what you want. And 33% of them won't.
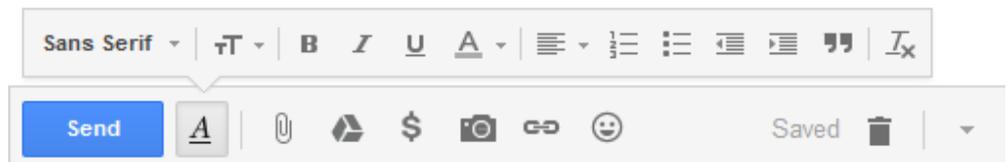Job Application: Your Name, Position Name, Job number
To Co-worker: Project Name, Sub-project issue

PBB Seminar Flyer and Instructions _ ⤢ ✕

Recipients

⭐ PBB Seminar, Personal Presentation, Interview Dress, V2 : please edit by 9/18

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Notice how the subject line uses the same capitalization as a newspaper headline would. Almost every <u>first letter</u> of every word is capitalized, and it gets the point of your email across without being too wordy.
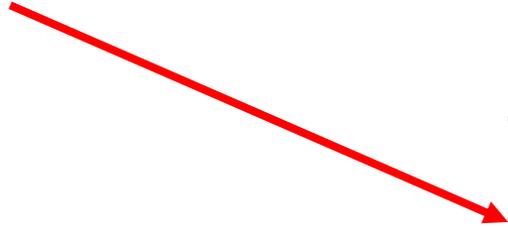
PBB Seminar Flyer and Instructions

Recipients

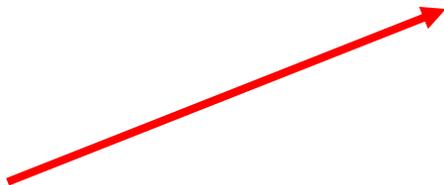PBB Seminar, Personal Presentation, Interview Dress, V2 : please edit by 9/18

TIP: Fill in the recipients email address last so that you don't accidentally send any half-assed emails when you aren't paying attention.

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Now, lets get to the body of your message.

Always begin by addressing the recipient professionally, especially if you have never met. Dear Mrs./Mr._____ or just Mrs./Mr. is a good start.

If you already know the person, you may use their first name if given permission. Err on the side of formality.

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Dear Mrs. Johnson,

Skip a space before typing. You want to make sure that all content is properly spaced apart so that you email does not look cluttered.

PROFESSIONAL E-MAIL: The Body of the Email: Clear and Concise

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Emails, like traditional business letters, need to be clear and concise. Keep your sentences short and to the point. The body of the email should be direct and informative, and it should contain all pertinent information.

Unlike traditional letters, however, it costs no more to send several emails than it does to send just one. So, if you need to communicate with someone about a number of different topics, consider writing a separate email for each one. This makes your message clearer, and it allows your correspondent to reply to one topic at a time.

One topic email that directly relates to subject line

Bad Example	Good Example
Subject: Revisions For Sales Report	Subject: Revisions For Sales Report
Hi Jackie,	Hi Jackie,
Thanks for sending that report last week. I read it yesterday, and I feel that Chapter 2 needs more specific information about our sales figures. I also felt that the tone could be more formal.	Thanks for sending that report last week. I read it yesterday, and I feel that Chapter 2 needs more specific information about our sales figures.
Also, I wanted to let you know that I've scheduled a meeting with the PR department for this Friday regarding the new ad campaign. It's at 11:00 a.m. and will be in the small conference room.	I also felt that the tone could be more formal.
Please let me know if you can make that time.	Could you amend it with these comments in mind?
Thanks!	Thanks for your hard work on this!
Monica	Monica
	(Monica then follows this up with a separate email about the PR department meeting.)

https://www.mindtools.com/CommSkll/EmailCommunication.htm

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People often think that emails can be less formal than traditional letters. But the messages you send are a reflection of your own professionalism, values, and attention to detail, so a certain level of formality is needed.

Unless you're on good terms with someone, avoid informal language, slang, jargon, and inappropriate abbreviations. Emoticons can be useful for clarifying your intent, but it's best to use them only with people you know well.

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Recipients

PBB Seminar, Personal Presentation, Interview Dress, V2 : please edit by 9/18
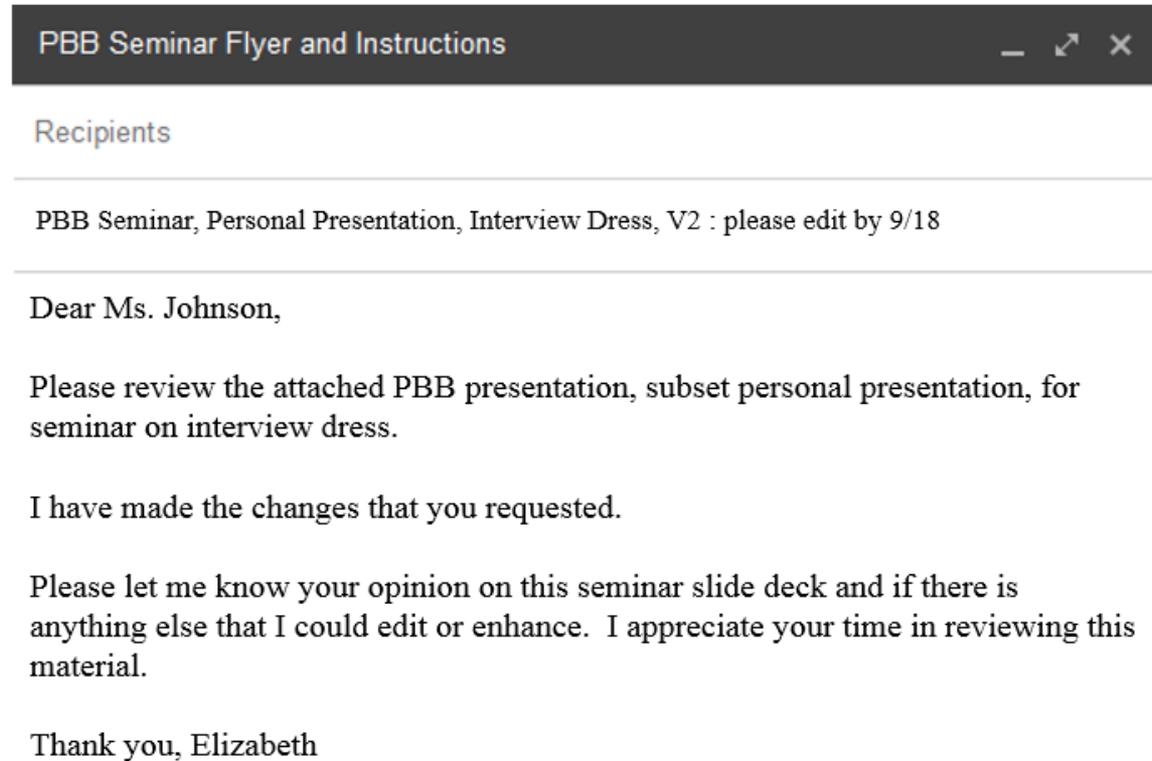
Close your message with "Thank You," "Regards," "Yours sincerely," or "All the best," depending on the situation.

Dear Ms. Johnson,

Please review the attached PBB presentation, subset personal presentation, for seminar on interview dress.

I have made the changes that you requested.

Recipients may decide to print emails and share them with others, so always be polite.

Please let me know your opinion on this seminar slide deck and if there is anything else that I could edit or enhance. I appreciate your time in reviewing this material.

Thank you, Elizabeth

https://www.mindtools.com/CommSkll/EmailCommunication.htm

PROFESSIONAL E-MAIL: Check Your Tone

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When we meet people face-to-face, we use the other person's body language, vocal tone, and facial expressions to assess how they feel. Email robs us of this information, and this means that we can't tell when people have misunderstood our messages.

Your choice of words, sentence length, punctuation, and capitalization can easily be misinterpreted without visual and auditory cues. In the first example below, Emma might think that Harry is frustrated or angry, but, in reality, he feels fine.

If your intentions or emotions could be misunderstood, find a less ambiguous way to phrase your words.

Bad Example	Good Example
Emma, I need your report by 5 p.m. today or I'll miss my deadline. Harry	Hi Emma, Thanks for all your hard work on that report. Could you please get your version over to me by 5 p.m., so I don't miss my deadline? Thanks so much! Harry

https://www.mindtools.com/CommSkll/EmailCommunication.htm

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TIP: You should make sure to have a proper signature on your email as well, as people sometimes need faster and more convenient ways of reaching you.

Signature Line:
- Your Full Name
- Title, Company Name
- Work Phone
- Cell Phone
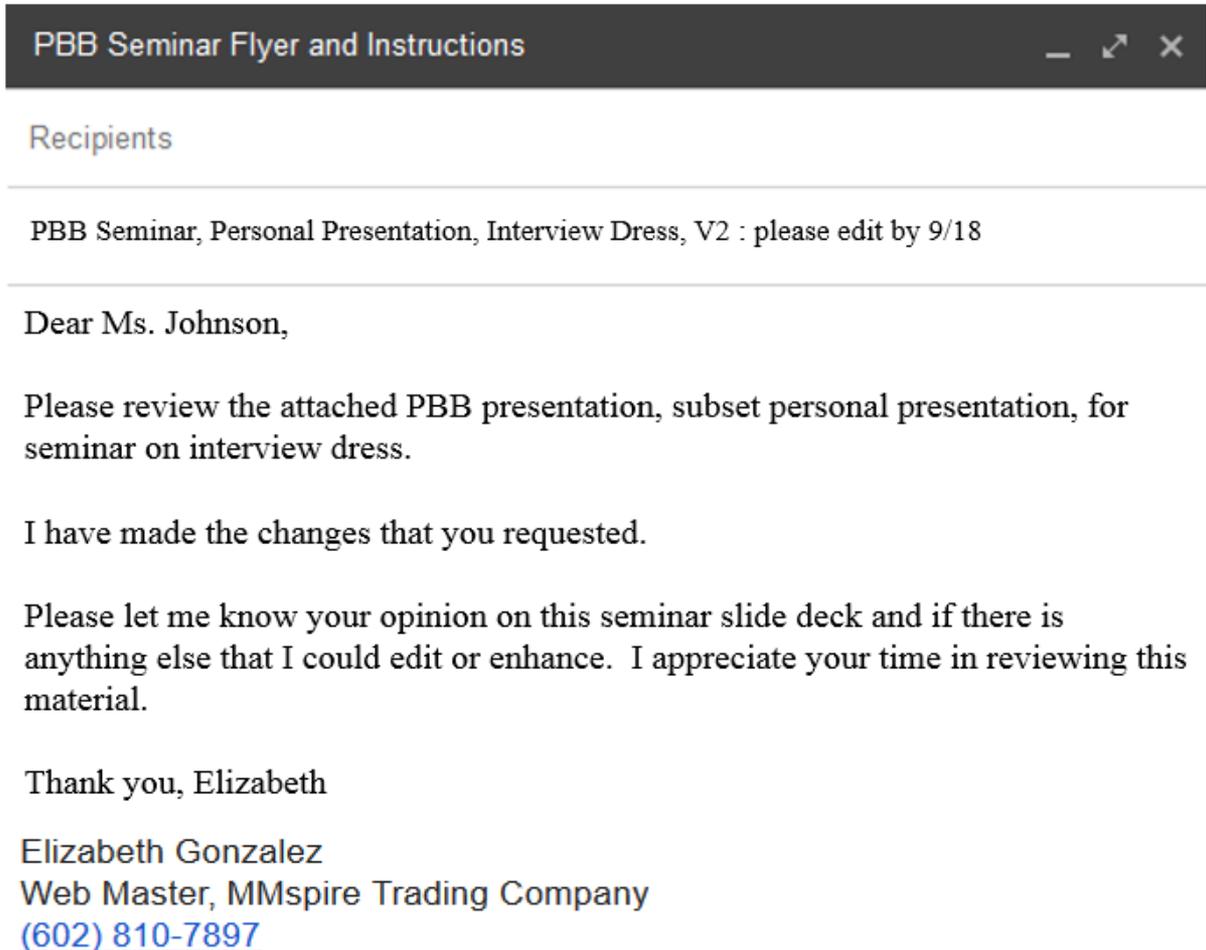
PBB Seminar Flyer and Instructions — ↗ ✕

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Dear Ms. Johnson,

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I have made the changes that you requested.

Please let me know your opinion on this seminar slide deck and if there is anything else that I could edit or enhance. I appreciate your time in reviewing this material.

Thank you, Elizabeth

Elizabeth Gonzalez
Web Master, MMspire Trading Company
(602) 810-7897

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On the Gmail inbox page, click on the working cog
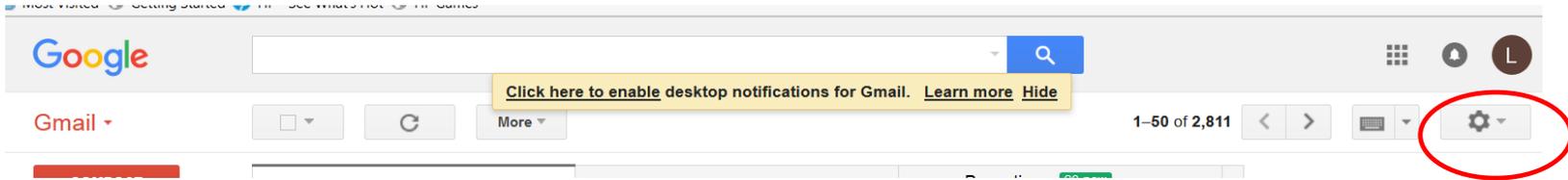
On the drop down menu, choose SETTINGS
Page down until you come to this section and add the relevant data
- Your Full Name
- Title, Company Name
- Work Phone
- Cell Phone

Make sure that the signature box is checked. SAVE CHANGES at the bottom of page
In your inbox, hit COMPOSE and make sure your signature line shows up

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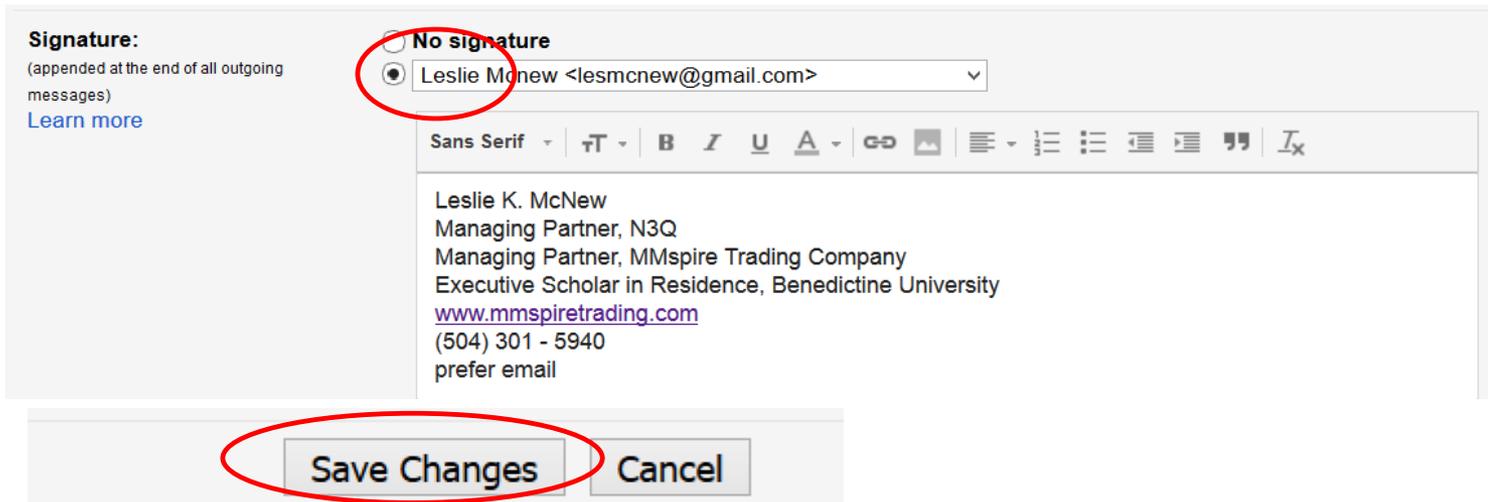
Once again, proof read and spell check your email!

- Spell check
- Grammar check
- Closing
- Recipient's name spelled correctly ?
- Tone
- Document Attached?

Recipients

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Please review the attached PBB presentation, subset personal presentation, for seminar on interview dress.

I have made the changes that you requested.

Please let me know your opinion on this seminar slide deck and if there is anything else that I could edit or enhance. I appreciate your time in reviewing this material. Thank you, Kara

Thank you,

★ Elizabeth Gonzalez
Web Master, MMspire Trading Company
(602) 810-7897

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Send a Copy of the Email Message to Yourself

Use the Bcc field to send a copy of the email message to yourself so you have a record of when you sent the message and who you sent it to.

File Your Copies

With many email programs you can send up folders. Set up a folder for all your job search emails and file your copies of the email message you send in your job search folder.

Check Your Email Regularly

Time is of the essence when you're job searching. It's important to check your email regularly and frequently so you don't miss out on any important opportunities. At the least, check your email in the morning and during the early afternoon, so you'll have time to respond in a timely manner to the replies messages you receive.

Check Promotions Page

Sometimes an employer's email will turn up in the Promotions Page or the Trash depending on its subject line. Be on the look out for all employer responses.