

There are many different reasons to send emails. The goal of this document is to provide basic templates and examples for communicating with various stakeholders.

### **Blank Lines in Emails**

In every email, you need to include blank lines in between sections, sentences, and paragraphs to make it easier for the reader.

Most people will read your email while scrolling on their phone, and it is much easier to understand your message in short sentences with white space in between (instead of a long paragraph that people skim over).

This includes a blank line after your greeting (Hi Mike,) and a blank line before your salutation (Thanks,).

### **Things to keep in mind:**

1. Proofread it twice
2. Add in the gmail plugin to unsend emails within first 5 seconds
3. Check any numbers or math before sending
4. Check each link by clicking on it to verify it points to the right place before sending
5. Check that all the right people are in the To: and CC: fields

### **Relevant Resources**

[Email Checklist](#)

[How to Send a Personal Email](#)

[How to End an Email Message with Closing Examples](#)

[89 Ways to Sign Off on an Email](#)

[How to Write a Professional Business Email](#)

### **Cold Email Principles**

Bottom line up front + clear Call To Action

Why is this email important (in the preview pane)?

50-125 words in cold outreach email

First paragraph - don't waste space with (hope you're doing well) - lead with why keep reading

What do you want them to do set off in a separate paragraph?

What do they do after reading email? Book appointment, click link, reply, RSVP, etc.

Put 3 specific times to book an appointment, don't leave it open or ask to click link to find time

Studies show that open ended is hard for their brain

Good, better, best of three choices (as opposed to good/bad two choices when open ended)

### **Example Email with Blank Lines**

*Hi Prospect,*

*[1-3 sentences about what your company does/your role/one hyperlink to learn more/reason why they would want to talk to you]*

*Let's set up a 20-minute call to discuss how we could fit into your organization. How does your calendar look during these windows for the 20-minute call?*

- *Monday 3-5pm*
- *Tuesday 3-5pm*
- *Wednesday 1-3pm*

*My cell phone is 443-694-1545. Please let me know the best time and phone number to reach you.*

*Best wishes,  
Mike*

Create some scarcity, so don't have an 8-hour window

You can mitigate risk of choosing times when they're not available by adding:

*If these options don't work for you, then please provide me with two options that do, and I'll do my best to accommodate your schedule.*

**Confirmation email the day before or the morning of a meeting:**

*Hi Prospect,*

*Look forward to speaking with you tomorrow at 1pm. I'll plan to call you at XXX-XXX-XXXX. Please let me know if anything has changed with your schedule.*

*Talk soon,  
Mike*

You can also send a text message to someone you are meeting with to confirm that the time later that day still works well for the call. Phone calls can be confirmed same day. I recommend you confirm in-person meetings at least 24 hours in advance to prevent unnecessary travel in case a conflict came up for them.

**Exchanging Phone Numbers:**

Any time you get someone's phone number at an event (sales lead or potential love interest), you will want to text message them immediately with your full name, where you met them, and if appropriate any plans you agreed upon to follow up. This ensures that they also get your phone number on their phone, and if you text them a 2-4 days later, they will see the original message from you and not be confused or not remember the stranger texting them.

*“Hi it’s Mike Malloy from Georgetown. It was great to meet you at the GEA Alumni Pitch Competition event. Look forward to chatting with you next week about opportunities to share your expertise with my students.”*

Or

*“Hi it’s Mike. It was great to meet you tonight at event X or location Y.”*

### **Salutations to close out emails:**

- Best, (most generic and can be used in almost any setting)
- Cheers, (one of the best for any type of email to end on positive note)
- Best wishes, (commonly used for scheduling emails)
- All the best, (this works too)
- All my best, (more personally coming from you)
- Regards, (more formal)
- v/r, (short for very respectfully - would not recommend using as an intern)
- Warm Regards, (for a personal email to someone you don’t know very well, or a business email that is meant as a thank-you)
- Warmly, (nice riff on the “warm” theme that can be appropriate for business emails if you know the recipient well)
- Thanks, (thank you)
- Thanks in advance, (thanking them for doing the thing you ask for in the email) Many thanks, (thank you for more help)
- With gratitude, (when you are very thankful for someone’s help)
- Thx, (avoid - says you are too lazy to write all six letters to say thanks)
- Peace.Love.Noun, (good for student group emails about a specific noun topic, not in business)
- Talk soon, (good when confirming an upcoming meeting, or change in meeting time, when you can discuss the topic more)
- I eagerly await your reply, (if you’re really eager and want them to know)

### **How to Follow Up:**

The art of following up is part of the arsenal of a proactive person. Following up and being **politely persistent** are ingredients for success in one’s career.

Follow up is needed when scheduling meetings or invitations, after meetings, after events, job applications, and generally when you have sent someone an important email and they have not responded.

These are examples of ways to reply to a previous email that did not get a response:

- Bubbling this back up to the top of your inbox.
- Bringing this back to the top of your inbox.
- Following up to get your thoughts on the topic below.
- Is your calendar clear at any of the times proposed?

- Bump. - appropriate for college students, not appropriate for work emails

Until someone explicitly says no/not interested, you can continue to politely follow up.

If your original email included attachments, then you can use a trick of forwarding the old email to bring the attachments with you on the follow up. You just need to add the recipients back into the To field.

**Example Opt-in Intro Email:**

*Hi Jon,*

*Hope you are doing well. We connected on [LinkedIn](#) back in 2015 when I was running Waveborn Sunglasses, a socially responsible sunglasses company.*

*I'm reaching out today to ask if you would be willing to connect with my good friend, [Thomas Mattera](#), for a phone call/informational interview about your experiences at Kobalt. Thomas is about to complete his MBA at the University of Chicago Booth School of Business with a focus on Product Management.*

*Thomas is very interested in the work Kobalt does to make music consumption/royalty payments to artists more transparent. He's curious to learn more about your experiences and insights with Kobalt's client services. Kobalt has an [open product manager position](#) with your royalty collection product that has piqued his interest.*

*Would you mind if I connected you and Thomas together to discuss your experiences at Kobalt?*

*Thanks for your time and consideration.*

*Sincerely,*

*Mike*