

The voice and tone of the email

- Find your voice
 - That is your personality
 - Be consistent
 - Managers who want to establish their management style and persona
 - Company who wants to establish its brand
 - Foster long term relationship with your clients
- Check your tone
 - Polite
 - Authoritative
 - Warm/Friendly

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

More authoritative -->

Hi Emma,

I appreciate the hard work on the report. However, we do have a strict deadline of 5p.m., so please send it over as soon as possible. We need to make sure things make it in on time.

Thank you in advance.

Harry

Clarity

- Numbering
- Try to keep it under 4 points

- Keep your sentence short
- Don't clump all information together
- Space space space

Conclusion and why

- First talk about the action
- Then explain the reasons behind the actions

Subject lines

- Be catchy or personal
- With numbers
 - 1 more thing about the meeting
 - 3 key features you should know
 - 1 way to have a wonderful holiday
- Ex. Email about a meeting on December 22nd
 - Information about the meeting on 12/22
 - 3 things you should know for meeting 12/22
- Ex. Reminding someone or client who has an outstanding payment
 - 1 thing to remind you before the holiday
- Ex. Email about sending holiday wishes to your client
 - Warm wishes to _____