

8 Tips for Writing a Great Email from Class

1. Create an AWESOME Subject Line – similar to the “Headline” of an online or traditional news media sources.
 - a. Note: Sometimes it’s best to do this at the end of putting your email together, when you’re more deeply focused on the subject.
2. Use the recipient’s name and salutation.
3. Take your time when writing an email. View it as a personal plea to affect a person by persuading, influencing, or further building the relationship.
4. The tone of the email should always be “conversational and real.”
5. Make sure there is a beginning, middle, and end (sandwich effect).
6. NEVER be sloppy – this is where you really use your grammar. Write it elsewhere if need be to check yourself.
7. Sign off positively
8. Finally -Read your email out loud before hitting SEND.