



Karen Friedman

— E N T E R P R I S E S —

CREATING COMPELLING COMMUNICATORS

Effective E-Mail

Datacolor

Princeton, New Jersey

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Keep it Short

*One Page is Enough for any Mortal
Human Being*

- Say the Most Important Thing First
- **What, So What, Now What**
- Include White Space

All About Content

Greetings,

One Theme per E-Mail

- Would Phone Work Better?
- One Idea per Sentence
- Use Bullet Points if Possible
- Attachments

Best Regards,

Contact Info





Subject Lines

We Use Subject Lines to
PRIORITIZE and SORT E-Mails:

- Create New Subject Line with Every E-Mail
- Add Detail
- Avoid Claiming Urgency
- Make it About Them, Not You
- Never Forward Chain E-Mails

Tone

Don't Put Anything in an E-Mail that:

- Wouldn't Fit on a Postcard
- You Wouldn't Say on an Elevator

E-Mails Lack:

- Vocal Inflection
- Gestures
- Shared Environment





Be Brief, but Don't Assume

Carl, sounds good.

OR

Carl, the barbecue this
Saturday at 2 p.m. sounds
good.

See you then.

Write Three Sentences About Your Favorite Activity

You Have Five Minutes





Now Put Those Three Sentences into One Sentence.

-
- Avoid Too Much Detail or Technical Jargon
 - Don't Write just to Write
 - No Response Needed (NRN)



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Thank You.

Never Send e-Mail in Anger.

It's Not a Contest.

Be Deliberate, and Brief.