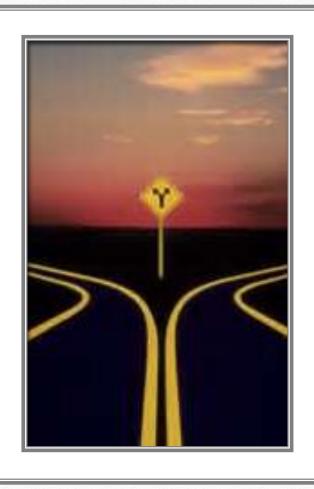


Effective E-Mail

Datacolor

Princeton, New Jersey

November 2, 2017



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)



Thank You.

Never Send e-Mail in Anger.

It's Not a Contest.

Be Deliberate, and Brief.