**EMAIL ETIQUETTE**

**GOAL:** Present yourself as a professional manner when corresponding with potential employers and colleagues

- Email correspondence is a common form of communication in the job search and in the workplace.
- Choose what you say and how you say it carefully in order to always personify professionalism.

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**Crafting a Professional Email**

**To:** centtanim@company.org

**Subject:** Request for Informational Meeting

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**Dear Ms. Centanni,**

Dr. Rowdy Redhawk, Professor of Economics at Southeast, suggested that I contact you. He thought that, as an alumna, you would be in an excellent position to assist me with a career decision.

As a current economics student, I am exploring which career path to pursue. Securities, trading, and investment banking all sound interesting to me at this point, but I want to identify a specific direction before I move forward with my academic studies. If possible, I would like to receive some advice on the long-term career implications of each path as well as get a better understanding of the day-to-day activities of a broker.

I would like to thank you for your time and consideration. If you would be interested in meeting, I can be reached by phone at 555.555.5555 or by email at crservices1s@semo.edu. I look forward to hearing from you.

Sincerely,

Carrie R. Services
Economics Major, Southeast Missouri State University
555.555.5555
crservices1s@semo.edu

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Provide an informative subject line.

Address the recipient with a polite greeting and his/her formal title (Dr., Mr., Mrs., Ms., Professor, etc.). Do not use first names unless a personal relationship exists or they sign an email with their first name.

Use professional fonts.

Be mindful of the tone of your email. Be polite and do not make demands.

Conclude with a polite closing such as "Sincerely" or "Thank you."

Include a signature block.

Keep your message clear, concise, and professional in tone.

Proofread each message before pressing "Send."
Guidelines for email communication:

1. **Construct business-like emails.**
   - Use a professional email address, such as your university account or one that is a variation of your name (ex. carrie.services@gmail.com).
   - Write in a professional manner similar to a business letter.

2. **Watch the tone of the email as it impacts others’ perception of you.**
   - Be polite and respectful.
   - Be concise. Complex sentences make it easier for misinterpretation.
   - Select terms and phrases that cannot be read more than one way, especially if the person is not familiar with how you speak.
   - Overuse of capital letters gives the appearance of shouting.

3. **Represent yourself well in writing.**
   - Be articulate and direct.
   - Avoid texting language, slang, jargon, emojis/emoticons, or excessive punctuation.
   - Use correct punctuation, grammar, and spelling. Poor writing skills imply you are uneducated or do not pay attention to details.
   - Proofread the entire message before clicking “Send”.

4. **Use common courtesy.**
   - Respond to emails in a timely fashion, but do not rush to answer in the heat of the moment.
   - Do not annoy others by clicking “Reply All” unless it is vital for the message truly to be read by all.
   - Do not share confidential or controversial information.
   - Do not CC an individual’s supervisor.
   - Patiently wait for a response, as the recipient may be too busy to respond right away.
   - When communicating with a professor, always check the syllabus first.
   - Do not substitute email for a more productive face-to-face conversation.

“Good English, well spoken and well written, will open more doors than a college degree. Bad English will slam doors you didn’t even know existed.”

- William Raspberry