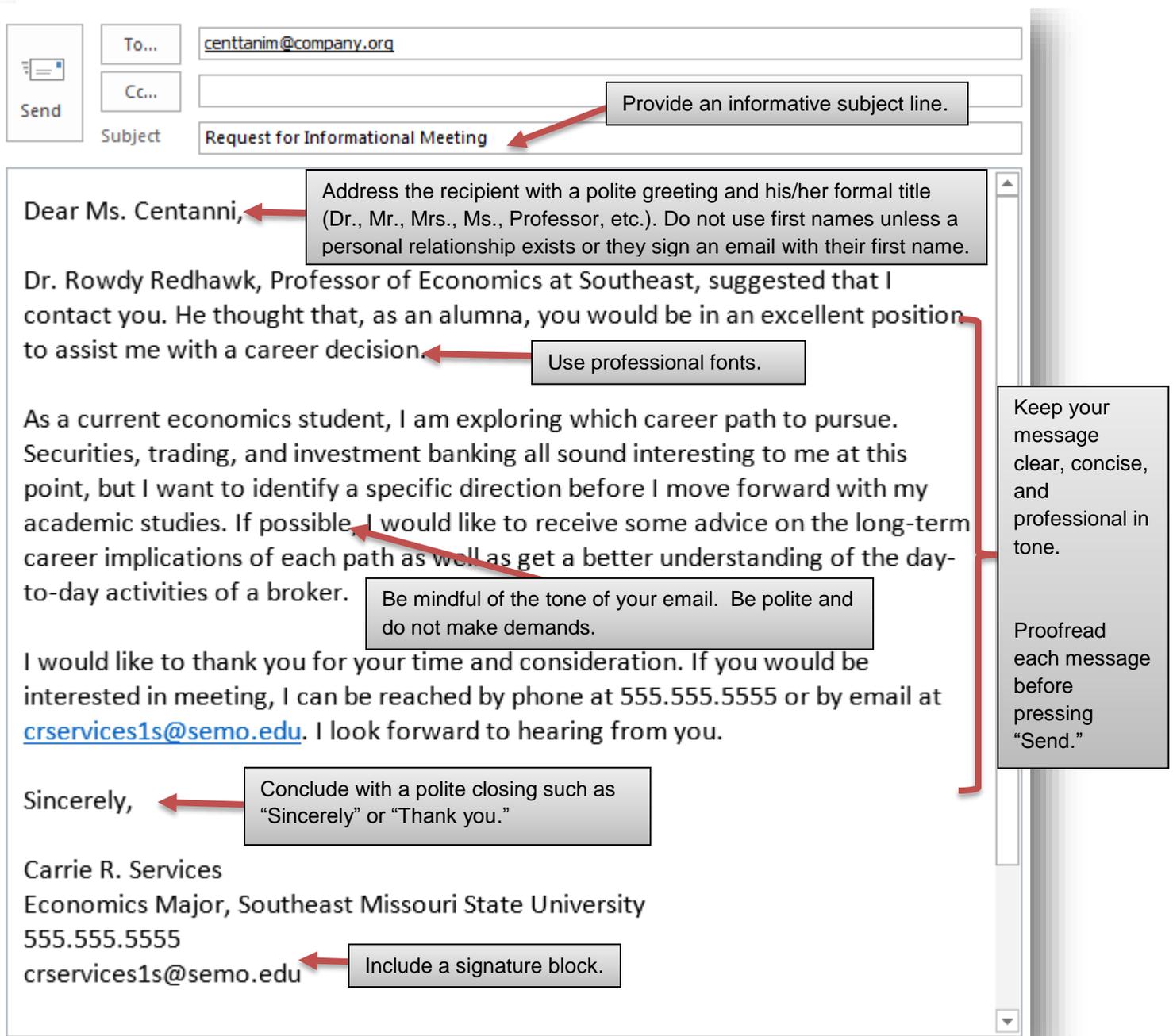


EMAIL ETIQUETTE

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.

Crafting a Professional Email



The image shows a screenshot of an email client interface with several annotations in grey boxes with arrows pointing to specific parts of the email. The email content is as follows:

To... centtanim@company.org
Cc...
Subject Request for Informational Meeting

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

Annotations:

- Provide an informative subject line. (points to Subject)
- 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. (points to Dear Ms. Centanni,)
- Use professional fonts. (points to the main body text)
- Be mindful of the tone of your email. Be polite and do not make demands. (points to the paragraph about career path)
- Keep your message clear, concise, and professional in tone. (points to the entire email body)
- Proofread each message before pressing "Send." (points to the entire email body)
- Conclude with a polite closing such as "Sincerely" or "Thank you." (points to Sincerely,)
- Include a signature block. (points to the signature block)

EMAIL ETIQUETTE

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