



Nicole Fulgham

Crafting Professional Emails

Writing and sending emails may seem like something everyone should automatically know how to do, especially in a professional, or corporate, setting.

The skill of writing professional emails is something that has to be learned and practiced. Poor email skills can lead to miscommunication and loss of trust in professional ability. Because email is one of the most common forms of communication, it is important to understand how to craft well-written and professional emails.

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Lesson 1 of 9

Objectives

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Consider This

What would happen if you sent an email to a potential client riddled with errors and without a clear topic or message in the email?

RESPONSE 01

RESPONSE 02

The client probably wouldn't take you seriously and may not respond to your email. You would not gain that potential client or be able to sell your services to them.

RESPONSE 01

RESPONSE 02

Not only would the client you reached out to not take you seriously, but they might spread the word to other potential clients about your communication. Thus, you find yourself without clients.

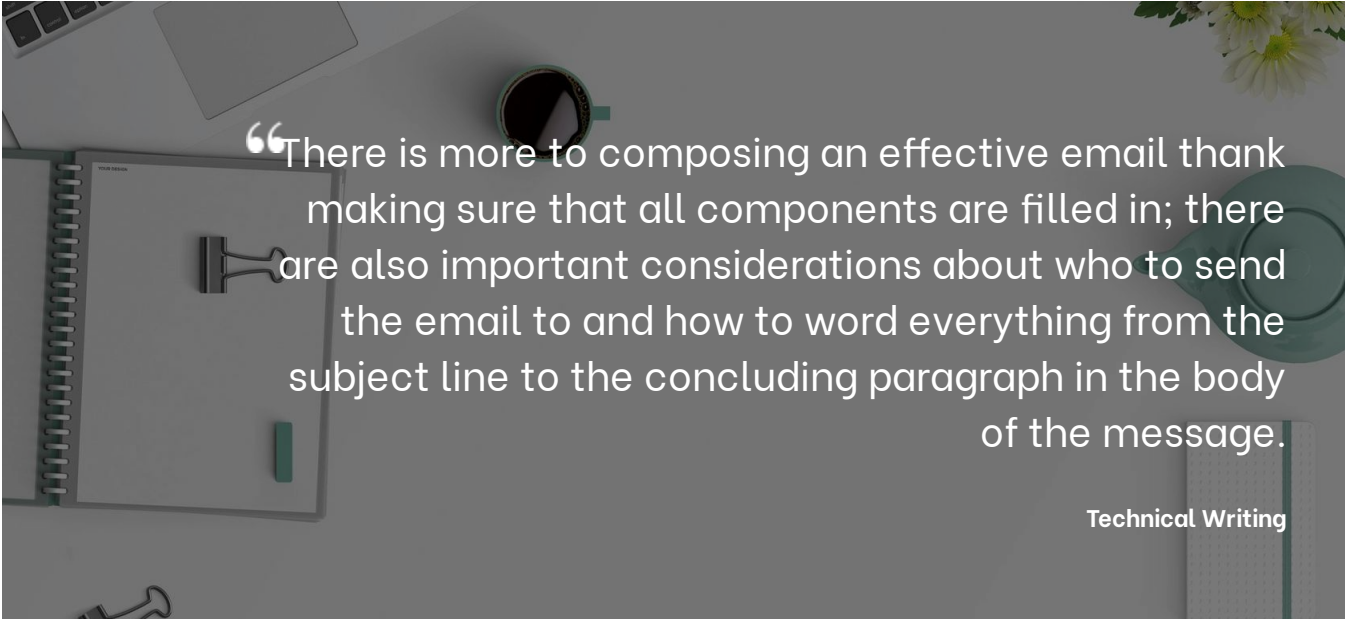
Put yourself in the client's shoes: How would you feel receiving a poorly written email from a 'Professional' looking to share their services?

CONTINUE

Objectives

In these lessons, you are going to do the following:

- Identify the elements of an email
- View good and poor examples of emails
- Gain an understanding of the elements of emails
- Practice writing a good email with a specific purpose



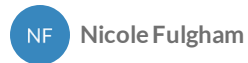
“There is more to composing an effective email than making sure that all components are filled in; there are also important considerations about who to send the email to and how to word everything from the subject line to the concluding paragraph in the body of the message.

Technical Writing

CONTINUE

Let's begin by identifying the elements of an email.

Audience and Subject



Know your Audience

it may seem simple, but it is important to know who your audience is for your email. We're working under the assumption that these emails are in a professional setting. Some of the things we will touch on do not apply to personal emails.

CONTINUE

1

To line

The To line is for the primary audience for the email.

- Include those who are directly affected or need to know the information.

- Do not add recipients who do not need to know the information or are not meant to be the primary audience.
- Sending emails to recipients who don't need to the email can add unnecessary email traffic and cause confusion.

2

Carbon Copy (cc) Line

The Carbon Copy line is for secondary audiences who are not directly affected or addressed but have some stake in the topic of the email.

3

Blind Carbon Copy (bcc) line

The Blind Carbon Copy line is for those recipients that the sender wishes to send the email without the other recipients knowing about it. No one but the sender and the bcc recipient know they have also gotten a copy of the email.

4

Subject Line

A subject line tells the recipient what the email is about. This is often overlooked, but is a vital part of an email because the recipient can use the subject line of an email to determine the priority of that email.

The best rule of thumb when it comes to the subject line is to be specific.

GOOD EXAMPLES

POOR EXAMPLES

Here are some good examples of subject lines:

- Action items for CEO visit
- New hiring process-- immediate implementation
- Request for software development update

GOOD EXAMPLES

POOR EXAMPLES

Here are some poor examples of subject lines:

- To do list
- New process
- Request for information

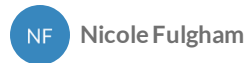
CONTINUE



Make sure you know your intended audience for your email and determine who needs to be included using cc or bcc processes. Always include a clear and detailed subject line for the recipient.

Now that we've learned about intended audiences and the subject line of an email, let's look at the body of the email.

Body of an Email



What Is the body of the email?

The body of the email is where the message is written for the recipient(s). There are specific elements that should be included in a professional email.

1. Salutation

Begin with a salutation. Hello. Dear. To Whom it May Concern.

Depending on the audience, your greeting may be more formal or more informal. For example, a greeting to a coworker might be simply *Hi*, whereas a greeting to a client might be *Hello*.

2. Introduction

There should be an introduction that briefly states what your email is about. This does not have to include all the details that will follow in the rest of the body. It could be a simple statement such as *In regards to the new onboarding process, I had some questions about the timing of the process.*

3. Body Paragraphs

After introducing the topic, write body paragraphs with relevant details about the topic. Emails are generally skimmed by the recipient so you will want to make sure you are clear and concise in your writing. Get to the point without too many extraneous details.

4. Conclusion

Conclude with some kind of call to action, such as contacting you. You may need to provide your contact information and/or an alternative way to contact you, such as cell phone number.

5. Sign Off

Provide a sign off at the end of the email. This could be *Regard* or *Best* and your name. It may be good to include your first and last name, at least in the first point of contact.

CONTINUE

Reflection

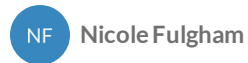
Consider a recent email you have written in a professional setting. Did you include all of the previously identified elements? Is there an element you could use more practice using or could include more frequently in your email writing?



CONTINUE

There are just a few more elements found within emails that we need to talk about. Let's go.

Other Elements of Emails



The Other Elements

There are three more elements left to talk about when it comes to emails. It is important to know what they are and how to use them so they are not used incorrectly in a professional setting.

1. Attachments

Attachments usually contain documents that the sender wants the recipient to have access to. It is generally a good rule of thumb to mention the attachment in the introduction of the email. There is a size limit to sending attachments via email so it's important to know what that size limit is for your email program.

2. Reply

When replying to an email, make sure that the information is relevant to the original email sent. If there is a new topic that needs to be addressed, write a new email with that topic in the subject line to avoid confusion.

3. Reply All

Restrict the use of the Reply All button for only those needed times, such as replying so all recipients can see the necessary information. If you want to reply to say thanks or to address something that only involves you, use the reply button to reach out to the single recipient.

Now that you have a basic understanding of the elements of an email, what next?

CONTINUE

Check Your Understanding

Let's quickly review the elements of an email to make sure you understand. Below, you will match the term with the definition.

Match the term with the definition for the elements of an email.

SUBMIT

CONTINUE

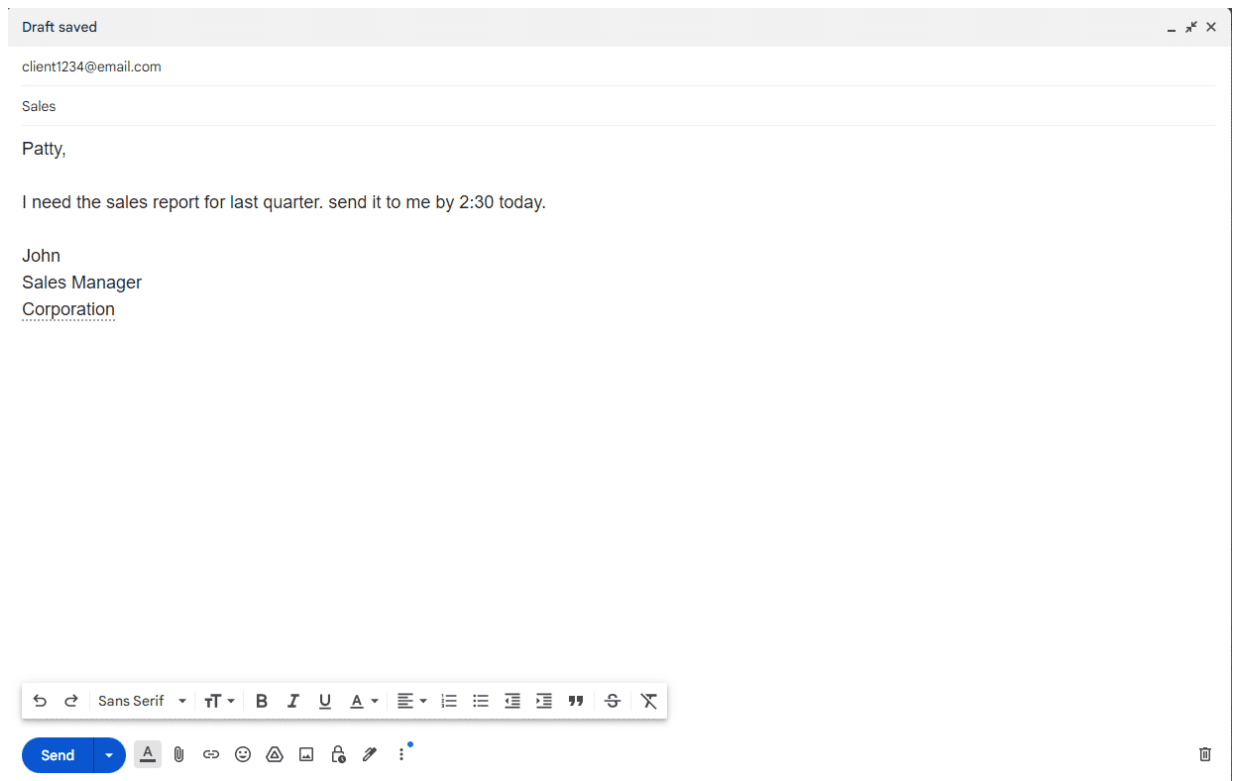
In the next course selection, we are going to be looking at good and poor examples of professional emails.

Email Example #1

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Poor Example #1

The first example email will have multiple issues. As you look at the image, determine what makes it a poor example.



Check each option that is wrong with the email above.

- Subject line
- Body of email
- Salutation
- Sign off
- To line

SUBMIT

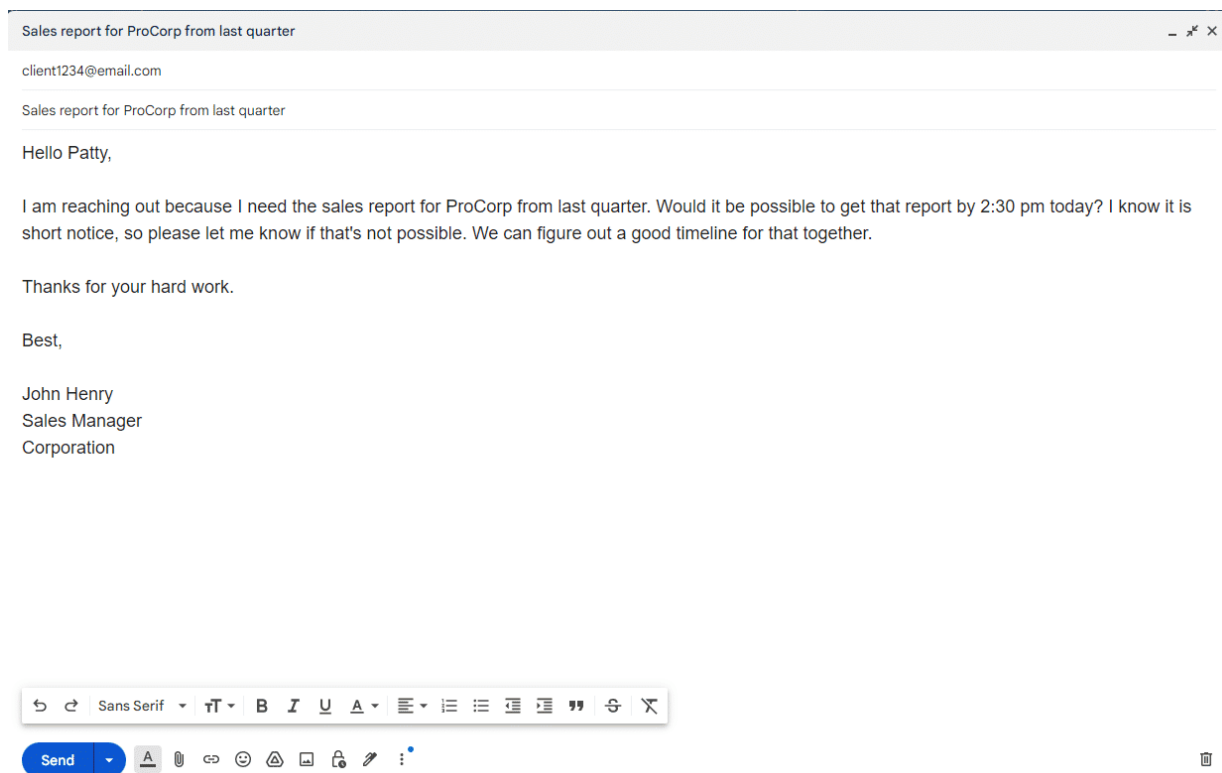
CONTINUE

This email is a poor example of a professional email for several reasons. The subject line and body of the email are too vague and simple. The writer should be more specific so

the recipient knows exactly what report is needed. There is no salutation or sign off. Depending on the relationship between the sender and the recipient, this is not strictly necessary, however, it does add a degree of formality and professionalism to have these elements.

Better Example #1

Let's look at a better example of the email from above. This is not the only way that this email could be revised for professionalism. It is simply another way it could be revised.



Notice that by adding in a specific subject line and body information, the recipient knows what the sender wants. Adding a salutation and sign off increases the professionalism of the email. The sender also acknowledges that the timeline for the report might need to be adjusted and invites the recipient in a conversation to determine a better timeline.

CONTINUE

Let's look at another example of a poor and better email.

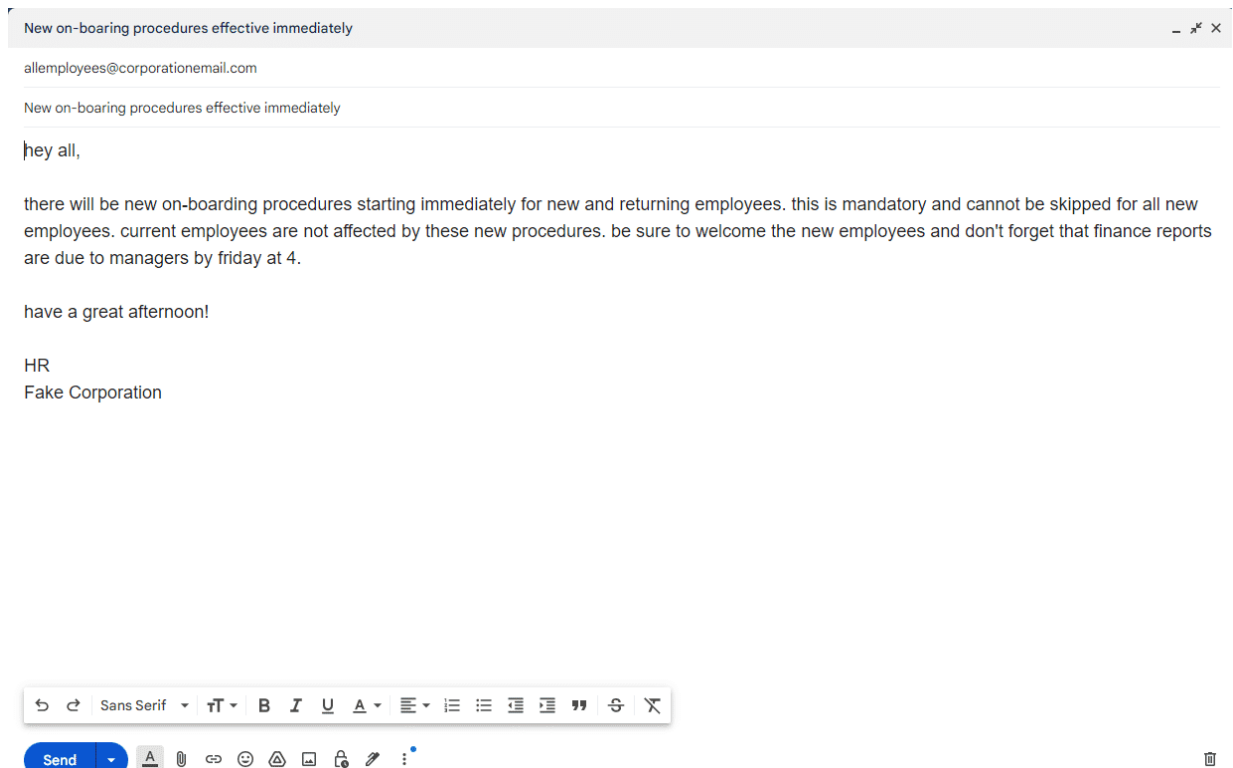
Email Example #2



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Poor Example #2

The second example email will have multiple issues. As you look at the image, determine what makes it a poor example.



Select all of the issue with the email above.

- Subject Line
- Body of email
- Salutation
- Sign off
- To Line

SUBMIT

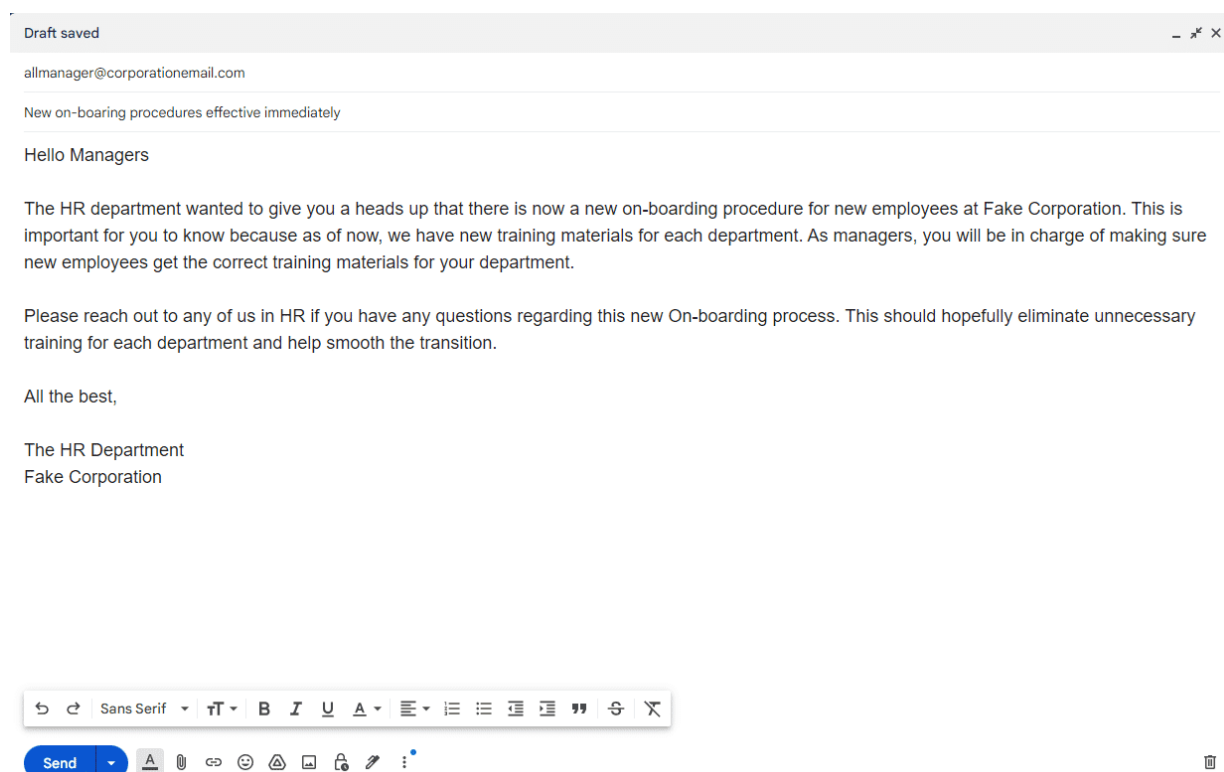
CONTINUE

This email example shows a lack of formality that should be found in professional emails. The sentences are not capitalized. Also, the topics addressed in the email were not what

the subject line indicated would be the topic, for example, the line about the finance reports. The email, sent from HR, was sent to everyone in the company when the email was not relevant to everyone.

Better Email #2

Let's see how the email from above could be revised to reach the intended audience and match the necessary formality for its purpose.



The first big difference with this example is the To line shows that this email was meant for managers. The email is the appropriate formality for the intended audience and the body of the email matches the subject line.

CONTINUE

Let's look at one more example of poor and better emails.

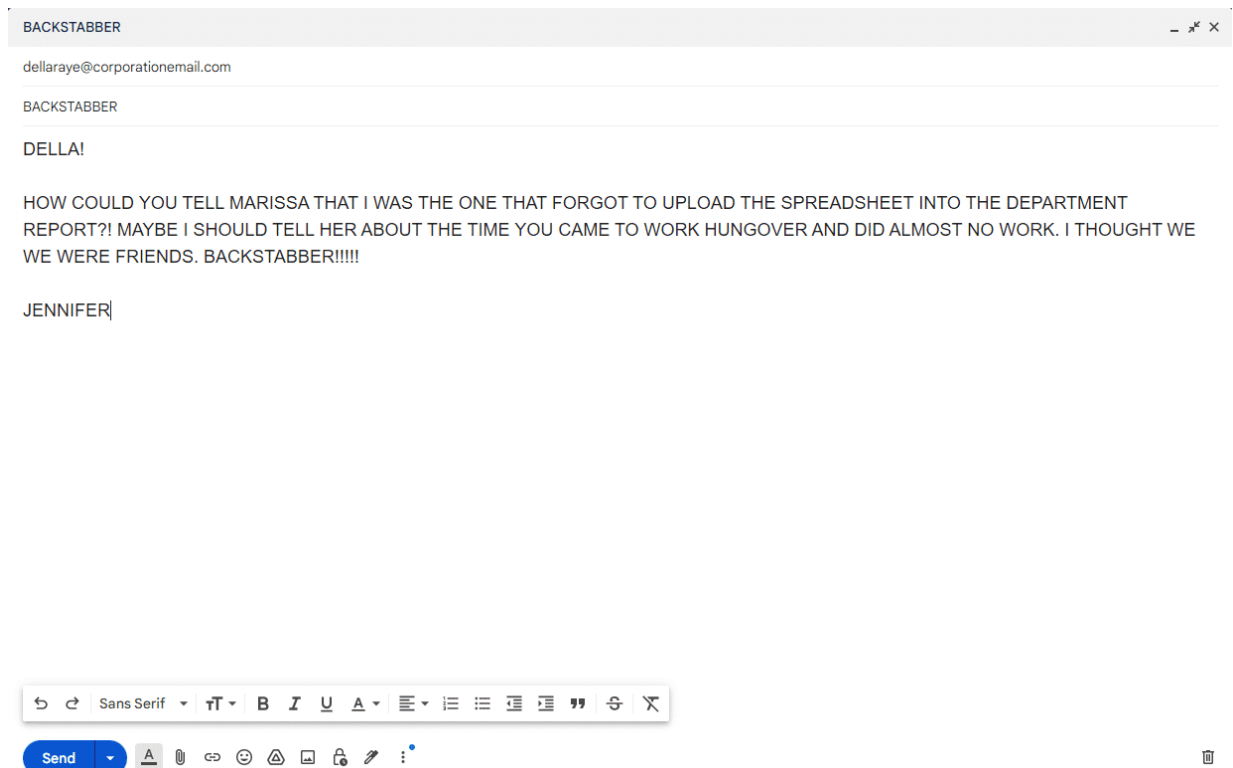
Email Example #3



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Poor Email #3

The third example email will have multiple issues. As you look at the image, determine what makes it a poor example.



Click on each element that is done poorly in the email above

- Subject Line
- Body of email
- Salutation
- Sign Off
- To Line

SUBMIT

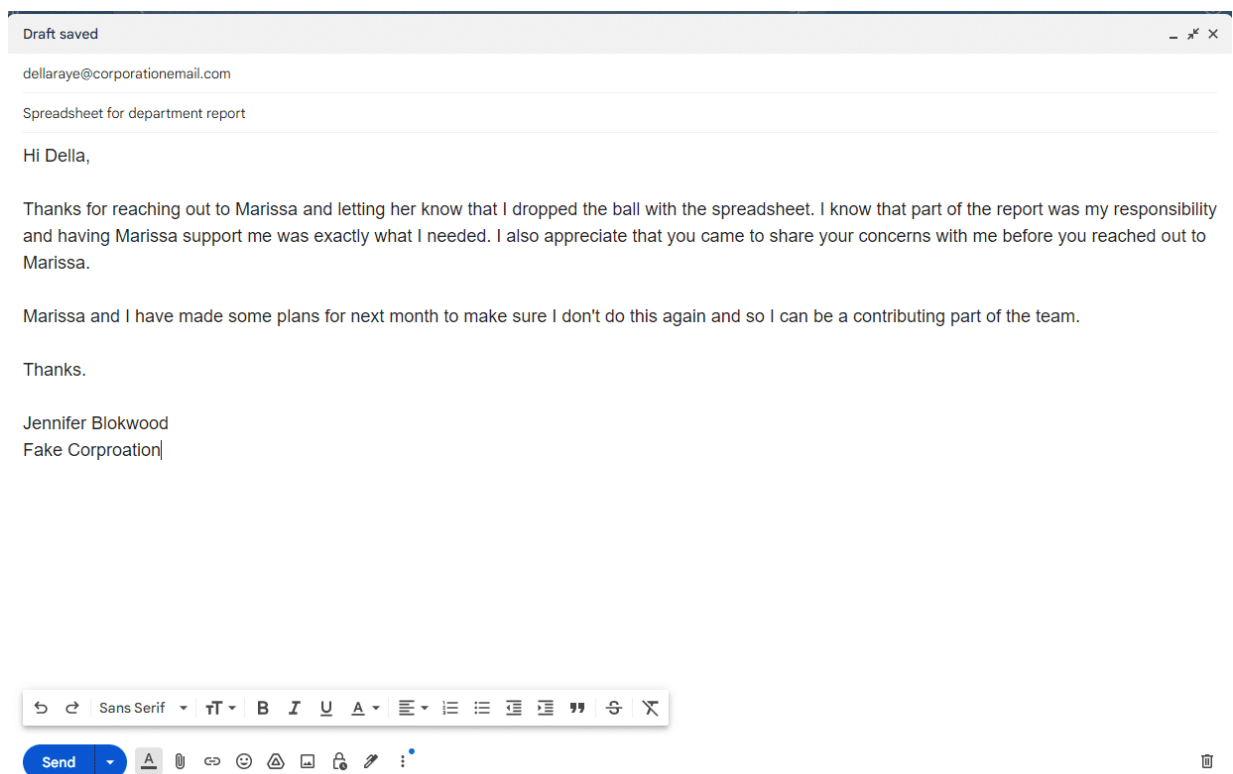
CONTINUE

This final poor email example is one that should never be sent in a professional setting. Not only is the topic inappropriate, but writing in all caps is very informal and a poor

choice. This is a conversation that probably should be had in person and not via a professional email address.

Better Email #3

Let's look at what this email could be revised into to be more professional. Again, this is probably a conversation to be had in person, but if it had to be done via email, there are better ways.



The email is now much more professional and does not come across as a screaming match between two coworkers. It contains all the required elements of a professional email and has a more formal tone.

CONTINUE

Now that we've looked at some poor and better email examples, let's review what you've learned.

Lesson 8 of 9

Quiz

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Now that you have learned about the elements of emails and have seen poor examples and better examples, let's see what you have learned.

Question

01/05

What is the purpose of the subject line in an email?

- To inform the recipient of the topic of the email
- To show who received the email
- To let the recipient know they have an email
- To say hello to the recipient

Question

02/05

Check all the elements that are found in the body of an email.

- Email address of the recipient
- Salutation
- Sign off
- Introduction to the topic based off the subject line

Question

03/05

What is the biggest issue with the email?

The screenshot shows an email client interface. At the top, the sender is identified as 'BACKSTABBER' with a window control icon (minimize, maximize, close) on the right. Below this, the email address 'dellaraye@corporationemail.com' is visible. The subject line is 'BACKSTABBER'. The recipient is 'DELLA!'. The body of the email contains the following text: 'HOW COULD YOU TELL MARISSA THAT I WAS THE ONE THAT FORGOT TO UPLOAD THE SPREADSHEET INTO THE DEPARTMENT REPORT?! MAYBE I SHOULD TELL HER ABOUT THE TIME YOU CAME TO WORK HUNGOVER AND DID ALMOST NO WORK. I THOUGHT WE WE WERE FRIENDS. BACKSTABBER!!!!'. Below the email content, there is a rich text editor toolbar with various icons for undo, redo, font face (Sans Serif), font size, bold, italic, underline, text color, background color, bulleted list, numbered list, link, unlink, quote, and code. At the bottom of the toolbar is a 'Send' button and a trash icon.

- The To Line is incorrect.
- There is no salutation.
- The sender is writing in all caps and essentially yelling at the recipient.
- The subject doesn't match the body of the email.

Question


05/05

Why is it important to know how to write professional emails?

- It makes you seem smart.
- It makes you look good.
- It really isn't important.
- It makes you seem more credible and trustworthy.

Summary

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“ Achievement is largely the product of steadily raising one’s level of aspiration and expectation.

Jack Nicklaus


In Conclusion...

Now you are equipped to write professional emails. You also can identify poor emails and determine how to revise them into better emails. This skill of writing professional emails has the ability to positively impact your professional aspirations.

Thank you for completing this course!

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