INFOGRAPHIC OF BUSINESS EMAIL

ANATOMY *of a* PERFECT BUSINESS EMAIL

Good business communication usually falls by the wayside when it comes to composing email messages. In addition to being grammatically correct, an effective business email must have certain components to ensure that the recipient reads and understands your message and promptly responds to it. Below is the anatomy of a perfect business email. Of course, don't forget to proofread!
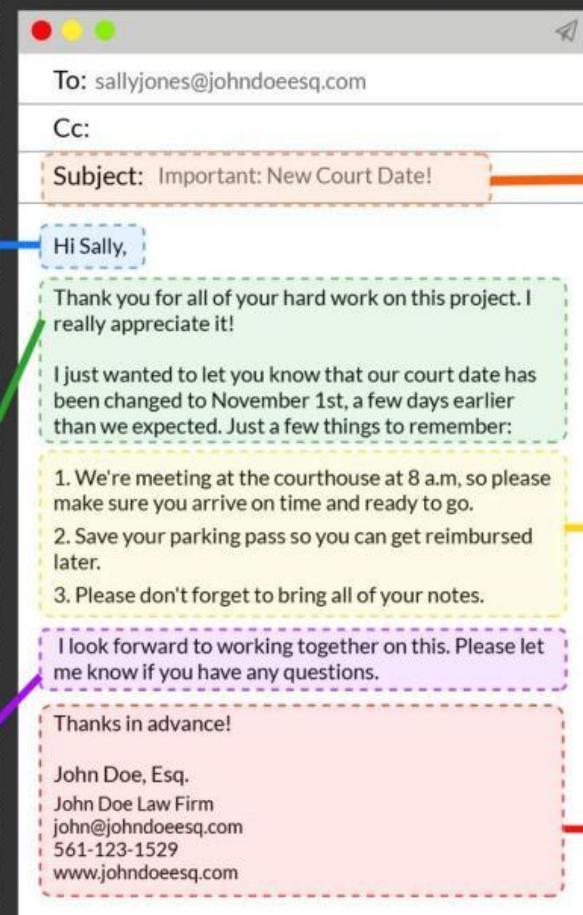
Greeting
Your greeting is your first impression. Typically, a simple "Hi!" plus the recipient's name will suffice. Avoid using "Dear" as part of your greeting since it is formal and indicates you don't know the person.

Introduction
In the first sentence or two of an email, introduce yourself if need be, thank the recipient for something he or she did, or say something friendly like, "I hope all is well." Then provide a one-sentence summary of why you're sending the email. After reading the intro, the recipient should understand the context of the details that follow.

Closing Remarks
Add a sentence or two to wrap up the email. Reiterate your call to action and say something nice. For instance, you might write, "I look forward to hearing your thoughts on this matter. I really appreciate your time."

To: sallyjones@johndoeesq.com

Cc:

Subject: Important: New Court Date!

Hi Sally,

Thank you for all of your hard work on this project. I really appreciate it!

I just wanted to let you know that our court date has been changed to November 1st, a few days earlier than we expected. Just a few things to remember:

1. We're meeting at the courthouse at 8 a.m, so please make sure you arrive on time and ready to go.
2. Save your parking pass so you can get reimbursed later.
3. Please don't forget to bring all of your notes.

I look forward to working together on this. Please let me know if you have any questions.

Thanks in advance!

John Doe, Esq.
John Doe Law Firm
john@johndoeesq.com
561-123-1529
www.johndoeesq.com

rocket matter

Subject Line
The subject line grabs the person's attention and also highlights why the email is important. Make sure it's clear, concise, and meaningful. Try to avoid one-word descriptions such as "Help!" or "Urgent."

Main Body
Too often, people are not clear enough when trying to ask for something specific. Using bullet points or enumerating what you need can really help avoid confusion. Also, keep this section as short as possible (less is *definitely* more.) Most importantly, watch your tone: Be polite and professional when presenting issues or asking questions. A simple "please" can go a long way.

Closing Signature
Provide a kind and courteous closing to your email. Research shows that "Thanks in advance." tends to get people to reply more so than any other closing statement.

Writing a business email

Task

Craft a professional business email that effectively communicates the intended message while maintaining a courteous and clear tone. The email should be structured properly according to the infographic above and tailored to the recipient, whether it be a colleague, client, or business partner.

Scenario

You are the project manager at a software development company. You need to inform a client about a delay in the project timeline due to unforeseen technical issues. The delay will push the deadline back by two weeks. Your email should explain the situation, provide an updated timeline, and reassure the client of the steps being taken to mitigate the delay and ensure the project's success.