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7 Tips for Creating Effective E-Mail Messages

By Mike Morgan

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E-mail is quickly becoming the dominant form of communication in the workplace. However, because it allows speedy composition, less thought is given to the message than when pen and paper, or even a typewriter, was used in the office.

Poorly composed messages reflect poorly upon both you personally and you as the representative of your business. If you are moonlighting with your own business, a poor first impression, even from something as innocent as an e-mail message, can kill your chances of winning that client.

Fortunately, there a few things you can do to ensure that your e-mail message is both professional and effective.

1. Let It Simmer: Never send a message as soon as you are finished typing it. Do something else for at least ten minute — let it sit overnight, if possible — then come back and reread and edit the message. Looking at it again with a "fresh eye", you will be more likely spot errors.
2. Read It Aloud: Reading your message aloud allows you to catch more subtle errors, such as awkward phrasing and sounds.
3. Read Slowly, or even one word at a time: This will help you catch double-keyed words and habitual

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misspellings (for example, I frequently leave off the "r" in "your")

4. Clean Up Your Language.

Always assume that every e-mail, no matter how confidential, will be forwarded, and eventually land on your boss's desk!

Strike any off-color, sexist, profane, or otherwise objectionable language.

5. Cut Unnecessary Words and Phrases (or fluff)

Replace phrases such as "In the event that we ..." with "If we ...".

6. Give clichés the ax.

7. Run the Spellchecker ...

... but remember that a spellchecker will not catch words that are spelled correctly, but used incorrectly, such as the use of "your" instead of "you're".

Follow these tips and you'll consistently produce effective emails of a professional nature.

Mike Morgan produces a bi-weekly email newsletter, "TheMoonlighting Parent", containing "real" extra income ideas for parents. No MLM. No Chain Letters. No Hype.<http://groups.yahoo.com/group/moonlightingparent>

12 Tips For Writing Winning E-mail

By Michael Oksa

Learning to write more effective e-mail is a valuable skill when you are trying to build an online business. Here are a few tips to get you started.

SUBJECT LINE

Capitalize The First Letter of each word in your subject line NOT EVERY LETTER. writing in all lower case should also be avoided. You may be trying to make sure your e-mail gets read when using all caps, but it will be deleted most of the time, without ever being read.

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Avoid making claims that are difficult, if not impossible, to prove. Try to avoid words like best, biggest, easiest, greatest, and so on. These words are subjective, and will often cause people to delete your message without opening it. If you feel you absolutely must use words like this in your subject line, then support them in the body of your e-mail.

Make them short and compelling, but don't use deception to get people to read an e-mail. "Message From Admin" or "Account Deleted" are two examples of deceitful subject lines. You may get someone to open the e-mail, but if they find an ad they will delete, and more than likely, block future messages from you.

BODY

If you are sending e-mail to someone you don't know personally, then explain who you are and why you are sending the e-mail. Example: "You are receiving this e-mail because you are in my A1SFN downline", a simple explanation is usually all that is needed.

Pay attention to how the body of your email looks. Remember to put a space between paragraphs, but avoid too much use of "white" space, too. You want your e-mail to be easy to read.

Use proper punctuation, and use capital letters at the beginning of each sentence. Messages written in all lower case are fine for quick notes to family and friends, but have no place in a business e-mail. Don't forget, spelling and grammar count too.

Sign your name to your email. It shows your downline you are a real person, and builds trust.

Use a p.s. in every message you send. It is one of the most read parts of an e-mail. Ask for some action on the part of the reader in the p.s., but keep it relevant to the main text of the email.

A signature line is an accepted way to do any non-relevant advertising. Most mail providers offer this service.

OTHER

Don't spam. If you are not sure whether the email you are sending will be considered spam or not, then don't send it.

Respond to emails you receive as fast as you can. Within 24 hours whenever possible.

Finally, test the different parts of your e-mail on a regular basis. Keep what works and get rid of what doesn't work, and you will soon find your email response rates go up.

Take some time to review these tips, and see where you can make improvements, you'll be glad you did.

Michael Oksa is the publisher of the A1 Success Force Newsletter. You can save time and money

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when you're well informed. More info at

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