

Tips for Quality Emails

★ Make your readers' job easy

- Keep sentences short (never more than 40 words)
- Reasonable line spacing (between double and 1.25)
- Proper font (Arial, size 12)
- When appropriate, use italics, bold, underline, and colors to emphasize important information
- Use the Active voice (example below)
 - Passive - The ball was kicked by the boy.
 - Active - The boy kicked the ball.
- Have a clear & specific subject
 - The subject to an email is like a title to a paper. 'Do you have the Stuff?' just doesn't make a clear or specific subject. (Stuff for what? What is stuff?)

★ Punctuate with a Purpose

- Don't excessively punctuate (example - Wow!!!! - One exclamation point will do.)
- Be careful with your emphasis (ALL CAPS TYPICALLY MEANS YOU'RE YELLING)
- Proofread your work!
- No emoticons