How to Write an Effective Email
How to Write an Effective Email

In this Coach mini lesson, you will learn how to write an effective email which includes:

- a informative yet concise subject line
- a direct, straightforward opening
- a main body paragraph with high skim value, including numbered and bulleted lists, and subheadings for visual impact
- a closing with a purpose / call to action
To: Katrina Wong kwong@perimeter.com

From: Jeffrey Thomas jthomas@perimeter.com

Subject: Changes

This is in response to your email about mockups of the website design.

The executive team loved the new design but has requested a few minor changes to it. They would like you to replace the stock images with professional shots of people who work at our company. Stock images undermine the credibility of our hard-earned visual-branding standards. We are aiming for a high level of authenticity in our brand storytelling and photos of employees will help humanize our brand. As we discussed, please change the color of the banner to a lighter grey. Also, can the font be slightly larger?

Thanks again for all your hard work. I think the new, improved website is going to look great.

Best,

Jeff

*For more ways to write effective emails and other business communications, play the skill 'Business Writing' on REACH.*
To: Katrina Wong  kwong@perimeter.com
From: Jeffrey Thomas  jthomas@perimeter.com

Subject: Changes to Website Design

Kat:

Thank you for the latest iteration of the website design. The executive team loved it. However, we are requesting some minor changes which we hope will further improve the design.

Here are the changes we’d like:

1. HOME PAGE: We’d like to replace the stock images with professional shots of people who work at our company. Stock images undermine the credibility of our hard-earned visual-branding standards. We are aiming for a high level of authenticity in our brand storytelling and photos of employees will help humanize our brand.
2. BANNER: As we discussed, please change the color to a lighter grey.
3. FONT: Can it be slightly larger?

Thanks again for all your hard work. I think the new, improved website is going to look great. Please let me know if the changes can be made by July 1, in time for the July 15 launch date. If not, please let me know so I can delay the launch accordingly.

Best,
Jeff

Informative subject line
Opening states the purpose of the email in a straightforward manner
Body details the main idea and is formatted for high *skim value*
Closing is purposeful and includes the next action

* For more ways to write effective emails and other business communications, play the skill ‘Business Writing’ on REACH.
In this mini lesson, you worked with your coach to understand what makes for an effective email.

Let’s Review

An effective email has four parts:

1. an informative but concise subject line
2. an opening that reveals the main idea immediately
3. a body paragraph that explains the main idea and is formatted for high skim value
4. a purposeful closing

Let’s Practice

You need to convince _______ to do ________. Prepare the subject line of an email that you would write to the _____. Did you make sure that your subject line is informative and concise?

You have some ______ news to deliver to ____________. Prepare the opening line of an email you’d write to_______. Check to see if your opening line reveals the main idea in a direct and straightforward manner.

You have been asked by __________ to give your recommendations for _________. Prepare a body paragraph that provides your recommendations while having a high skim value.

You have been asked to respond to a request to _______. Prepare an appropriate closing for your response email. Did you make sure to close purposefully / with a call to action?