

Basic Business Email Etiquette

Professional Email Address: Create an email address you would be proud to use on your company letterhead.

- Example: John.A.Smith@xxxxx or John_Allan_Smith@xxxxx
- When you send an email, it should show your full name in the “From” field.
- Do not use nicknames, unless you are known by that name professionally.

To: Formally type contacts name.

- Example: John A. Smith
- Not: john a smith or JOHN A SMITH or John

Subject: A short and meaningful subject line can determine if your email will even be opened.

- Provide a clear idea of the topic you want to discuss
- Do not use all caps or all small case as this may seem unprofessional or automatically flag your email as SPAM.

Addressing Your Contacts: Initially, assume the highest level of formality. Formality is a courtesy and reflects respect.

- “Hello” Mr. or Mrs. Jones or “Dear” Mr. or Mrs. Jones.
- Ensure the recipient’s name is spelled correctly.
- Consider waiting for permission to address a contact by their first name.

Body of Your Message: Compose clear and concise messages

- Avoid the assumption that email is an informal means of communication. Communicate as if your email is on company letterhead.
- Maximize comprehension in a minimal amount of time.
- Review your message to ensure it communicates your intended ideas.
- Use complete sentences, punctuation and spell check.

Closing: Always include a courteous closing (Good Day, Thank you, Sincerely, Best Regards) and include your name with every email.

Respond Promptly: Acknowledge emails from those you know in a timely manner.

Reply All: Use with discretion. In most cases replying to the “Sender” only is the best choice.

Signature: Avoid long signatures. Two to four lines should be sufficient. If you would like someone to learn more about you, provide a link.