E-mail Writing

Ways to write dynamic messages

Agenda

- Guidelines for Effective Writing

- E-Mail Etiquette

Writing Exercise

- Rewrite the passage using lesser number of words without changing the focus

- Add an appropriate heading

The currency rates that are at present being used to calculate the revaluations made every month are not being compared to a designated independent source to determine whether they are accurate. Due to the fluctuating nature of currency rates, it is absolutely imperative that the rates used in the calculation be subject to a comparison to assure their accuracy.

Rules Of Effective Writing

- Knowing your audience

- Getting to the point
  a. Being Concise
  b. Paragraphing
  c. Use of Lists
  d. Framing Effective Questions

- The second type of reader is a skeptic. A skeptic is a reader that is cautious and doubtful.

- Skeptical readers will tend to read a document carefully, questioning its validity and the writer's claims.

Getting to the Point

Keep It Simple

- An example using "impressive" words:

  Subsequent to the passage of the subject legislation, it is incumbent upon you to advise your organization to comply with it.

- An example using simple words:

  After the law passes, you must tell your people to comply with it.

Getting To The Point - Concise

Example

"It is the responsibility of your quality department to see that it meets the requirements of your sales division."

"Your quality department should meet the sales division's requirements."

- This is a brief & direct statement which calls for an immediate response.

Getting To The Point – Use Of Lists

- 3 ways to organize content using lists:
  - Use sentences
  - Select fragments or phrases
  - Use single words

Framing Effective Questions

- Avoid open-ended questions
  - "Tell me about the problems you are facing in your present job?"

- Ask close-ended questions
  - "Are you happy in your job?"

Greeting

- Greeting
  - Using a name in the greeting:
    - Ensures recipient that message is for him/her
    - Is a social nicety
    - Develops rapport & connection
    - Creates a more professional impression

What Tone Should I Use?

- ## Be Confident
  - Being knowledgeable about subject creates confidence & earns respect of reader.

- ## Example:

  - Incorrect: You must agree that I am qualified for the position.

  - Correct: My qualifications in the areas of accounting and customer service meet your job requirements.

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