



Nelson Communications

Writing Effective Email

AGENDA

Email—a Cautionary Note

- What messages are appropriate for email & what ones are not
- What writing principles & rules apply in today's high tech world

Ways to Get Your Email Gets Read

- Using subject lines effectively
- Getting to the point—without extra words
- Organizing for the reader, not yourself

Tone—Making Sure It's Appropriate

- Understanding how the structure of email leads to curtness
- Following email etiquette

Tips to Handle Email Effectively

- Dealing with attachments
- Organizing messages
- Avoiding email overwhelm