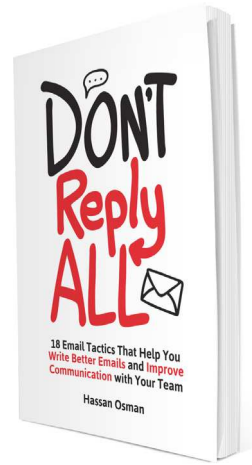


# 18 Email Tactics That Help You Write Better Emails and Improve Communication with Your Team



## #1: Assign Tasks in an Email Using the “3Ws”

Every action should have a clear Who, What and When.

## #2: Write the Perfect Subject Line

Summarize your email, use prefix modifiers, and don't change the subject line unless the subject changes.

## #3: TL;DR - Write Emails That are Five Sentences or Less

Know what you really want first, and then get to that point at the top of your email.

## #4: Break Long Emails into Two Parts

Label the two parts “Quick Summary” and “Details”.

## #5: Make Your Emails Scannable

Use bullet points, subheadings, white space, highlights and bold text.

## #6: Show Instead of Tell by Attaching Screenshots

Use them to give someone instructions or to highlight slides in a deck.

## #7: Spell Out Time Zones, Dates, and Acronyms

Be very specific and don't make any assumptions.

## #8: Use “If...then...” Statements

For increasing accountability, setting expectations, and giving clarity on next steps.

## #9: Present Options Instead of Asking Open-Ended Questions

State “Do you think we should do A, B or C?” instead of “What do you think about this?”

## #10: Re-Read Your Email Once for a Content Check

Review it for incorrect responses, misquoted dates, or wrong facts.

## #11: Save Drafts of Repetitive Emails

Use email templates for your weekly and monthly updates to improve communication.

## #12: Write It Now, Send It Later Using Delay Delivery

Send emails when they're most likely to be read.

## #13: Don't Reply All (Unless You Absolutely Have To)

Don't use reply all when only the original sender needs to read your message.

## #14: Reply to Questions Inline

List questions on separate lines and use different color fonts.

## #15: Reply Immediately to Time-Sensitive Emails

Make your acknowledgements meaningful instead of just saying “Ok”

## #16: Read the Latest Email on a Thread Before Responding

Sort by subject line or use conversation threading.

## #17: Write the Perfect Out-of-Office (OOO) Auto Reply

Include everything your recipient needs to know while you're away.

## #18: Share the Rules of Email Ahead of Time

Set up a short meeting with your team to agree on email best practices.