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.

Get the book here: http://www.thecouchmanager.com/dontreplyall