



sandalwood

# Email Etiquette 101

## Seven Successful Rules of Email Etiquette

- **Write your email before entering the recipient's email address:** It's always best to write the content of your email first, just in case you send it too soon by accident.
- **Use a clear and professional subject line:** Make it clear to the recipient what the email will be about.
- **Use the right amount of formality:** For example, start your email with "Dear or Hello \_\_\_\_," use "please" and "thank you" when appropriate, and always end it with the right phrase, like "Kind regards," "Thank you," "Sincerely," and so on.
- **Include your email signature:** If the person who gets your email doesn't know anything about you, they may doubt that it's from a reliable source. Include your full name, title, company name, and phone number. This shows that you are a professional
- **Keep emails brief and to the point:** Nobody wants to read a huge block of text. You can always check back on the situation later or tell them to call you if they have any questions or concerns
- **Personalize emails:** Add personal details and edit each email template. For example: "I finally have an apartment that has the perfect space for that home office you need"
- **PROOF READ YOUR EMAILS AT LEAST 3 TIMES BEFORE SENDING**