80% of all business correspondence occurs over email.

Key Points

The way that you write and correspond with others can leave a positive and lasting impression, create an undesirable reaction, or cause you to blend in with other applicants.

Reasons to Send a Professional Message...

- Reaching out to contacts
- Sharing your professional interest with an organization
- Submitting an application
- Sending a thank you note
- Accepting an offer
- Withdrawing from a candidate pool
- Declining an opportunity

Career Advisor Tip:

Demonstrate courteous professional behavior in all of your communications. You never know if you may encounter these individuals in the future, so leave a good impression. Ghosting is never acceptable.

Keep in Mind...

Effective communication is a two-way information-sharing process, in which the information from the sender is easily understood by the recipient. To increase the effectiveness of professional correspondence, match the tone with the message you wish to convey.

Your Tone

With face-to-face communication, we rely on non-verbal cues such as facial expressions, posture, gestures, and vocal tone to interpret behavior and meaning. Without these cues, it’s easy to misconstrue the meaning of a message, which lead to misunderstanding and tension.

Tone is conveyed through:

- Word choice
- Syntax
- Letter case
- Punctuation
- Sentence length
- Greeting
- Closing
- Use of graphics

Your Message

Before you begin writing, ask yourself the following questions to determine what is appropriate to include in the message:

- Why am I writing this document?
- To whom am I writing?
- What do I want them to understand?
# The Anatomy of an Effective Email

**FROM:** Professional email address. *If sending from your phone, be careful to not use a default address with a silly or inappropriate domain – make sure your display name is appropriate as well.*

**TO:** Recipient - Whomever needs to take action and needs this information directly
**CC:** Carbon Copy - Whomever needs to be aware of this email. *Recipients are visible.*
**BCC:** Blind Carbon Copy - Whomever needs to be aware of this email *without being visible* to other recipients

**SUBJECT:** Clearly state what the email is in reference to

**BODY:**
Start with a *greeting*,

Begin with something cordial:
- I hope this message finds you well...
- Allow me to introduce myself…

State your purpose:
- I am writing to you because...
- I am writing in reference to...
- I am writing to inquire...

Add closing remarks:
- Thank you for your consideration.
- If you have any questions or comments, feel free to reach out.
- I look forward to hearing from you.

**CLOSING:** For examples of closing salutations, see the next page of this guide.

**SIGNATURE**
First and Last Name
Information relevant to the message or for the recipient:
- For example: major, university, and class year
Contact Information:
- Your email address is redundant. You could add your phone number or LinkedIn url.

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**CAREER ADVISOR TIPS:**

- Always proofread and keep it simple.
- Consider who else might read the message – who it might be forwarded to.
- Consider the length of time between receipt and response – if you aren’t able to promptly provide a full response, let the sender know that you received their message, and give them the date they can expect to have the information they’ve requested.
- Emojis – do not include emoticons in a professional email; save these for your personal correspondence.

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**DO THIS:**
- Write the subject line first
- Keep it short and simple
- Put important words at the beginning
- Eliminate filler words
- Use logical keywords for searching and filtering
- If someone referred you, use their name
- Reread the subject line

**NOT THIS:**
- Use ALL CAPS
- Start a sentence... to finish in the email message

**EXAMPLE:**

Subject: *Don’t you hate it when…*

Body: *…someone doesn’t give you necessary information?*

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**GREETING**

**FORMAL:**
- Dear ...
  - First and Last Name
  - Dr. Last Name
  - Professor Last Name
- Good morning/afternoon
- Greetings
- Hello, Name

**CASUAL:**
- Hi, name
- Hi everyone
- Hi there

**PERSONAL:**
- Hey!
- Hey y’all
- Hi friends
- Howdy

*Save these for those with whom you have a personal connection.*

**THINGS TO AVOID**

- Misspelling names
- Assuming or giving nicknames
- No greeting or only using the person’s name
  - Could come across as abrasive
- To Whom It May Concern
  - It’s cold and impersonal
- Using Mr./Ms./Mrs./Sir or Madam
  - Assumes gender identity or marriage status
  - Only use if appropriate/known

**CLOSING**

**FORMAL:**
- Best / All the best
- Best regards
- Best wishes
- Kind regards
- Regards
- Thank you
- Sincerely
- With gratitude
- Warm regards
- With appreciation
- Thank you for your time / consideration

**CASUAL:**
- Cheers
- Hope to hear from you soon
- -Just your initial
- -Just your name
- Many thanks
- Take care
- Talk to you soon
- Thanks
- Thanks in advance

**PERSONAL:**
- Hugs
- Later
- Love
- See ya
- Sincerely yours
- Smiles
- With affection
- With love
- Yours sincerely
- Yours truly
- Thx (and other abbreviations)

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The formality of the greeting is dependent on how familiar you are with the individual. Keep it formal unless you know the individual or the work environment of the organization.

Here's the part where you say, quite simply: “Thank you for [insert reason].” Provide a reason that is specific enough to spark the individual’s memory.

Now say something complimentary about what you learned and how it is of value.

Reinforce the actual human contact you had with the person. You want them to know that you see them as an integral part of your job or internship search.

You can’t really say “thank you” too many times. Well, maybe you can, but not if you’re only saying it twice. So go for it. End on a friendly note, reiterating gratitude.

Proofread before you send!

Subject: Thank You and Follow Up from Puget Sound’s Career Fair

1. Dear First and Last Name (or Dr. Last Name, or First Name),

2. Thank you for taking the time to speak with me at the University of Puget Sound Career Fair yesterday. After learning about the marketing internships available at XYZ Organization, I am now very interested in pursuing future opportunities with your organization. I especially enjoyed learning how XYZ Organizations integrates interns into their collaborative work teams. I hope that I can follow up with you with questions I may have in the future.

5. I appreciate your time and I hope to be in contact with you soon.

6. Sincerely,

Ima Logger
UNIVERSITY OF PUGET SOUND ’20
Business Leadership Program
President | University of Puget Sound Marketing Club
Cell: 555.555.5555