

DID YOU KNOW?

80%

of all business
correspondence
occurs over email.

KEY POINTS

The way that you write and correspond with others can leave a lasting impression.

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** that 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 intonation to interpret behavior and meaning. Without these cues, it's easy to misconstrue the meaning of a message, which can lead to misunderstanding and tension.

Tone is conveyed through:

- Word choice
- Letter case
- Sentence length
- Closing
- Syntax
- Punctuation
- Greeting
- 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.

Use your subject line wisely.

It serves as a preview for your message. Subject lines need to be concise yet thorough enough to catch the reader's attention. Vague emails are more often left unopened or marked as spam.

Keep it concise.

Long emails are often ignored or skimmed.

Pay attention to the details.

It can be considered unprofessional to sign messages with basic signatures like "Sent from my iPhone."



- ◇ 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 personal correspondence.

the NUTS & BOLTS

FROM:

TO:

CC:

BCC:

SUBJECT

DO THIS ✓	NOT THIS ✗
<ul style="list-style-type: none"> ◆ Write the subject line first ◆ Keep it short and simple ◆ Put important words at the beginning ◆ Eliminate filler words ◆ Include logical keywords for searching and filtering ◆ If someone referred you, use their name ◆ Reread the subject line once you finish writing the message. Does it provide an accurate preview? 	<ul style="list-style-type: none"> ◆ Use ALL CAPS ◆ Start a sentence... to finish in the email message <p>EXAMPLE:</p> <p>Subject: <i>Don't you hate it when...</i></p> <p>Body: <i>...someone doesn't give you necessary information?</i></p>

BODY

GREETING

FORMAL	CASUAL	PERSONAL*
<p>Dear ...</p> <ul style="list-style-type: none"> ◆ First and Last Name ◆ Dr. Last Name ◆ Professor Last Name <p>Good morning/afternoon Greetings Hello, Name</p>	<p>Hi, Name Hi everyone Hi there</p>	<p>Hey! Hey y'all Hi friends Howdy</p> <p><i>*Save these for those with whom you have a personal connection.</i></p>

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 marital status
 - ⇒ Only use if appropriate/known

CLOSING

SIGNATURE

FORMAL	CASUAL	PERSONAL*
<p>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</p>	<p>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</p>	<p>Hugs Later Love See ya Sincerely yours Smiles With affection With love Yours sincerely Yours truly Thx (and other abbreviations)</p>

THE *Anatomy* OF A THANK YOU NOTE

1. *The Greeting*

The formality of the greeting depends on how familiar you are with the individual.

Keep it formal unless you know the individual or the work environment of the organization.

2. *The Gratitude*

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.

3. *The Proof of Usefulness*

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

4. *The Once & Future Contact*

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.

5. *The Friendly End*

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.

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 time to speak with me during the University of Puget Sound Career Fair yesterday. 3. After learning about the marketing internships available at XYZ Organization, I am now very interested in pursuing future opportunities with your organization. 4. I especially enjoyed learning how XYZ Organization 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

Ima Logger

UNIVERSITY OF PUGET SOUND '20

Business Leadership Program

President | University of Puget Sound Marketing Club

Cell: 555.555.5555

6. *The Exit*

Use a closing that feels comfortable to you and sign your name, using your full name.

Proofread before you send!

Do I *really* need to send one?

YES, OUI, SI,
да, 对, JA
YES.