

Professional Email & Thank You Notes

There are many reasons why you may be writing a professional message:

- ...reaching out to contacts
- ...sharing your professional interest within an organization
- ...submitting an application
- ...sending a thank you note
- ...accepting a position
- ...withdrawing from the candidate pool
- ...declining an opportunity

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

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

Effective communication is a two-way information-sharing process, which involves one party sending a message that is easily understood by the receiving party. To increase the effectiveness of professional correspondence, consider matching the tone with the message you wish to convey to the recipient of the email.

Tone

With face-to-face communication, we rely on non-verbal cues such as facial expressions, posture, gestures, and voice tone to interpret other's behavior and meaning. Without these non-verbals, it is easy to misconstrue the meaning by filling in the blanks of what we assume the message may be. This can lead to misunderstanding and tension in working relationships.

Since 80% of business communication occurs via email, it is crucial to consider the tone of the email message: *the word choice, syntax, letter case, punctuation, sentence length, greeting, closing, and use of graphics.*

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?

Writing Effective Emails

Food for thought:

- Always proofread.
- Keep it simple.
- Anyone can read the email once sent; consider where the message might be forwarded to.
- Consider time between receipt and response – if you don't have an immediate answer or the correct materials, simply let them know that you received their message, and give them the date they can expect to have the information they need.
- Use your subject line wisely – since it serves as a preview for the rest of the email, a subject line needs to be concise yet thorough enough to catch the reader's attention.
- Emojis – do not include emoticons in a professional email; save these for personal correspondence.

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: Whomever needs to take action and needs this information directly

CC: Carbon Copy, to whomever needs to be aware of this email

BCC: Blind Carbon Copy, to whomever needs to be aware of this email without being visible to the addressed or those receiving a carbon copy

Subject: Clearly states what the email is in reference to without boring the recipient. Vague emails are more often left unopened or marked as spam.

Body:

Start with a ***greeting***,

Begin with something cordial [I hope this message finds you well/ Allow me to introduce myself...] ***State your purpose*** [...and I am writing to you today because/ to inquire/ in reference to...etc.] Long emails are often ignored or skimmed—keep it concise.

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 last page of this guide.

Signature

First and Last Name

Information Relevant to Email/ for the Recipient: *ex. major, university, and class year*

Contact Information: *Email is redundant, but you can add your number or LinkedIn url*

Please note, it can be considered unprofessional to sign messages with basic signatures like: "Sent from my iPhone."

Writing Thank You Notes

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 here)." 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 may have had with the individual. You basically want them to know that you see them as an integral part of your job or internship search.

5. End on a Friendly Note Reiterating Gratitude

You can't really say thank you too many times. Well, maybe you can, but not if you're only saying thanks twice. So go for it.

6. The Exit

Use whatever word feels comfortable to you here (Best, Sincerely, Best regards) sign your name (use both first and last names) and your work is done. Or if sending via email, it will be as soon as you craft a subject line, proofread and then hit 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 so much for taking the time to speak with me at the University of Puget Sound Career Fair yesterday. **3.** After learning about the marketing internships at XYZ Organization, I am now very interested in pursuing future opportunities with your organization. **4.** I especially enjoyed learning about how XYZ Organizations integrates interns into their collaborative work teams. I hope that I can follow up with questions I may have in the future.

5. I appreciated 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

Subject Lines

Do's

- Write the subject line first
- Keep it short and simple
- Place 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

Don'ts

- Don't use all caps
- Don't start a sentence... to finish in the email message (ex. Subject Line: Don't you hate it when... Body: ...someone doesn't give you necessary information?)

Greetings

Formal:

Dear First and Last name
 Dear Dr./ Professor Last Name
 Good morning/afternoon
 Greetings
 Hello, Name

Informal/Casual:

Hi, name
 Hi everyone
 Hi, there

Save for Personal Connection:

Hey!
 Hey y'all
 Hi friends
 Howdy

Avoid:

- Assuming nicknames (or giving someone a nickname – use their name)
- Misspelling names
- No greeting or using only the individual'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)

Closings

Formal:

All the best
 Best
 Best regards
 Best wishes
 Kind regards
 Regards
 Respectfully
 Sincerely
 Thank you
 Thank you for your time and consideration
 Warm regards
 With appreciation
 With gratitude

Informal/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

Save for Personal Connection:

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

Avoid:

- No closing - could be perceived as rude and disrespectful. It is worth the extra few moments to add some common courtesy and choose a closing, even if you use a signature block that includes your name.