

Email:

A critical tool for
managing and building
relationships

Hello!

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Jenny helps professionals develop their confidence and credibility as business writers through her company [Appendance, Inc](#), which offers corporate seminars and online courses. She was a finalist in the 2020 PitchNoCo competition for her [Better Business Writing Pro](#) course, which won the 2021 Excellence in Communication Consulting award from the Association for Business Communication.

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Who We Are & What We Do



High Quality Training



Connection to Resources

Free Confidential Consulting

Helping local businesses start, grow and prosper through street-smart business education and assistance.



Our Agenda Today

1. One-Minute Introductions
2. Email is a Slow Written Conversation
 - Components of Email
3. Wrap Up

Introductions

Your name?

What is your business (now or planned)?

Why are you here?

Email is a Slow Written Conversation



To, CC, BCC, Reply All

Who is your message for?

To

- Who is expected to respond

CC

- Who is allowed to respond but not expected to

BCC

- Use to maintain privacy (prevent shared email addresses, like on a listserv)
- Use to prevent “reply all”
- Do not use to trick or catch someone

Reply All

- Your responsibility to indicate at the end of the message whether people should reply all or not
 - ✓ Please reply all
 - × Please reply directly to me

Subject Lines



Action

What should the audience do?



Content

About what?



Time

By when?

Greetings

Start the conversation

Include a greeting word or phrase *and* the name of the person/group

Most formal

Dear Ms. Smith:

Dear Ms. Smith,

Dear Mallory:

Dear Mallory,

Good afternoon, Ms.

Smith:

Good afternoon, Ms.

Smith,

Good afternoon,

Mallory:

Good afternoon,

Mallory,

Hi Ms. Smith,

Hi Mallory,

Least Formal

Closings

Indicate message is complete

Any word or phrase before
your name/signature block

Most formal



Sincerely,
Respectfully,
Best Regards,
Kindly,
Warmly,
All the best,
Best,
Have a good
day/weekend,
Hope that helps,

Least Formal

//

No one wants to read anything

//

Formatting

- White space
- Short paragraphs
- Short sentences
- Attention getters
 - ❖ **Bullets**
 - ❖ **Bold**
 - ❖ **Highlight**

tl;dr

[too long; didn't read]

Ask a Question



- Create more positive tone
- Visually draw the reader's eye
- Indicate that you want a response
- Show consideration for your audience

Q&A

What questions do you have
following today's class?

Additional Resources

If you want writing tips and resources, sign up for our [mailing list](#).



If you found today's class helpful and want to learn more, sign up for one of my [online courses](#).



* Take a look at [Email Excellence](#), which expands upon our class today, and [Better Business Writing](#), which helps you become an efficient and effective writer for your job.

Wrap Up

1. **Additional Questions**– I'll be available to answer questions after class as well
2. **Additional Resources** – Check out [appendance.com](https://www.appendance.com) for online courses I offer through Appendance.
3. **Call to Action** – Download the free [email tip sheet](#).
4. **Evaluations** – You will receive a link to evaluate this class!

Website:



Free
Download:



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