Business E-mail Etiquette

1 ## Introduction

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2 *E-mail is an important part of business life. If you're like me, you spend a lot of time each day composing, reading, and responding to e-mails.*

In fact, so much communication happens through e-mail today that you must consider it an important part of your professional image.

Business communication specialist and professor William H. Baker said, "Effective communication skills are critical in business. People in all organizations exchange millions of e-mails…each day. People who write e-mails well will advance more quickly in organizations and, as a result, have higher income."

This course will help you improve your professional image by teaching you the essentials of business e-mail etiquette.

Click Next and we'll get started.

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3 ## Course Overview

This course is divided into two sections:
Essential Parts of an E-mail and How To Use Each Effectively
Other Important Guidelines
At the end of this course is a test. To get credit, you need to pass the test with a score of at least this. The course should take you 20-30 minutes to complete.

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4 *To help you see the importance of e-mail etiquette, let me introduce you to Marco.*
He's just started his first corporate job, and business e-mail etiquette is new to him.
His boss, Susan, told him he will be evaluated at the end of his first month; if he gets a good review, he'll get a raise. Marco's e-mail communication will be part of this evaluation.
In this course, we'll follow Marco and see what e-mail challenges he faces. If you can successfully guide him through these situations, he'll make a positive impression on his new boss and co-workers, and he'll get that raise.

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5 ## Essential Parts of an E-mail

Welcome to Section 1. In this section, we'll look at the essential parts of an e-mail and how to use each effectively.
Click Next to continue.

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6 *During Marco's first week, his boss asked him to write an e-mail to a project manager asking her for a progress update.*
Marco has written two drafts of the e-mail he is going to send. Look them over—which do you think is more effective?

On the next page, you can tell me which one you picked and why you think it's better.
Click each e-mail to read the contents and then click Next.

7 *Now that you have read both drafts of Marco's e-mail, which do you think is the most effective and why?*
Answer these questions and click Submit.

8 ## Recipients and Subject Line

On this page, we'll look at the recipient fields and the subject line.
Click the buttons to learn how to effectively use each part.

9 ## E-mail Body

On this page, we will talk about the body or main content of the e-mail.
Click the buttons to learn how to effectively use each part.

10 ## Closing, Signature, and Attachments

Now let's consider your closing, signature, and attachments.
Click the buttons to learn how to effectively use each part.

11 ## Who Would You Hire?

Compare the following two job application e-mails. The content is the same—but who would you give the job to?

12 ## Summary: Essential Parts of an E-mail

This brings us to the end of Section 1: Essential Parts of An E-mail.
Before going on to the next section, take a minute to think.
How would you rate the e-mails you write?
Are they effective, or is there room for improvement?
Now that you have completed this section of the course, what three things will you do differently when you're back on the job?
Answer these two questions, and then click Next.

13 ## Other Important Guidelines

Welcome to Section 2. In this section we'll look at three important guidelines:
The Importance of Timeliness
The Dangers of Personal E-mails
When Not to Use E-mail
Click Next to get started.

14 Marco receives an e-mail from a client that asks some in-depth questions. It will take him some time to research them before he can reply.

He wants to respond as soon as possible, but he will be in meetings all day and then is leaving on a business trip.

What should Marco do?

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15 ## The Importance of Timeliness

You should do your best to respond to your business communications as quickly as possible, usually within 24 hours.

If you cannot respond to an e-mail promptly, at least send a reply notifying the sender that you have received the e-mail and will respond when you can.

Responding promptly may be different depending on industries.

However, you want to respond appropriately and not risk being outperformed by your competitors who understand the importance of appearing efficient and on the ball.

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16 Marco is involved in a fantasy football league with some of his friends. One of his friends just e-mailed a roster and wants him to forward it to the other members of the league. Should Marco be worried about forwarding this e-mail?

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17 ## The Dangers of Personal E-mails

You should be careful about the number of non-business-related e-mails you send to friends and coworkers on company time.

Forwarding e-mails containing jokes, chain letters, personal information, etc. should be considered inappropriate unless otherwise stated by your company.

Sending these types of e-mails on company time reflects a lack of professionalism.

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18 ## Don't Assume Privacy

When using company equipment, there should be no assumption of privacy for any online activities—and this includes e-mails.

Studies show that over half of companies regularly retain and review e-mails sent on company time.

You are responsible for the types of e-mails you send while at work, and there can be serious consequences, including termination, for failing to adhere to your company's e-mail policies.

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19 Marco has just been assigned a new project and needs to get information from the project team. They are spread across the country and are sometimes hard to get in touch with.

What should Marco do?

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20 ## When Not to Use E-mail

E-mail can be very useful, but there are times when it is not effective.

E-mail should not be used for:

initial contacts with individuals

complex issues or sensitive topics

Click each button to learn more.

(21) Summary: Other Important Guidelines

This brings us to the end of Section 2: Other Important Guidelines. In this section we talked about:
The Importance of Timeliness
The Dangers of Personal E-mails
When Not to Use E-mail
Before going on, take a minute to think.
How would you rate yourself in these areas? Do you follow these guidelines, or is there room for improvement?
Now that you have completed this section, what three things will you do differently when you're back on the job?
Answer these two questions and then click Next.

(22) Course Summary / Conclusion

Congratulations. You have reached the end of the course. We hope you have learned a few things about business e-mail etiquette that will improve your professional image and help you advance in your job.
You also successfully guided Marco through his first month at his new job.
His boss was very impressed with his e-mail writing skills and gave him the raise.
Marco is very thankful for all your help.

(23) *Before taking the test, review the main points of the course.*
When you're done, click Next.

(24) *Welcome to the test! To complete this course, you must pass with a score of at least this. You can take the test as many times as you need.*
When you're ready to begin, click Next.

(25) *-no audio-*

(26) *I'm sorry, but you didn't pass.*
You might want to go back and review the course before taking the test again.
Well done! You passed the test.
Click Next to complete the course.

(27) *Congratulations!*
You've completed "Business E-mail Etiquette".
You may now exit the course.