



AWESOME EMAIL! – 10 EMAIL PRINCIPLES CHECKLIST

- **Craft Insightful Subject Lines**
 - Be specific
 - Appeal to utility
 - Specify actions
 - Use prefixes
- **Think of Your Readers First**
 - Aim for a “yes” response
 - Double check the recipients name
 - Personalize and compliment your recipient
- **Clarify Expectations**
 - Specify the ask or action
 - Clarify the owner
 - Share a deadline
 - Suggest options
- **Mention Context, Message, Action**
 - Clarify your email’s purpose
 - Create a simple structure
 - Provide convincing details for your recommendation
- **Write Short Emails**
 - Be concise in all your emails
 - Write a maximum of five sentences
 - Break up long emails into sections or attachments
- **Create Scannable Emails**
 - Use white space, headlines, and sections
 - Selectively highlight important phrases
 - Use one standard fonts and colors
- **Use Bullet Points**
 - Replace paragraphs with bullet points
 - Apply the rule of three
 - Utilize parallelism
- **Simplify Your Writing**
 - Write proper and simple sentences
 - Use mostly the active voice
 - Remove unnecessary words and phrases
- **Leverage Email Functions**
 - Use an email signature
 - Be purposeful with email field
 - Don’t use BCC
 - Use out-of-office replies
- **Reply Promptly and Inline**
 - Respond promptly to time-sensitive emails
 - Reply to questions inline
 - Make sure a response is meaningful
 - Don’t reply all