

## Making the most of email:

### Your "From" name

- Make sure your 'return' name and email address are coherent and proper.
- Matching your first name to your signature helps recipient know how to address you (exception is for ambiguous shortened names like Chris, where the longer name is more helpful to identify your gender.)

NO: tjlesp@bigisp.net

OKAY: Thomas J. Loughran (if you want more formal written communications)

BEST: Tom Loughran

Go here to change your 'from' name in Outlook:

Tools>>Accounts>>(select account)>>Properties

**Work Email Properties**

General | Servers | Connection | Advanced

Mail Account: \_\_\_\_\_

Type the name by which you would like to refer to these servers. For example: "Work" or "Microsoft Mail Server".

Work Email

User Information:

Name: David Jung

Organization: Big Company

E-mail address: djung@bigcompany.com

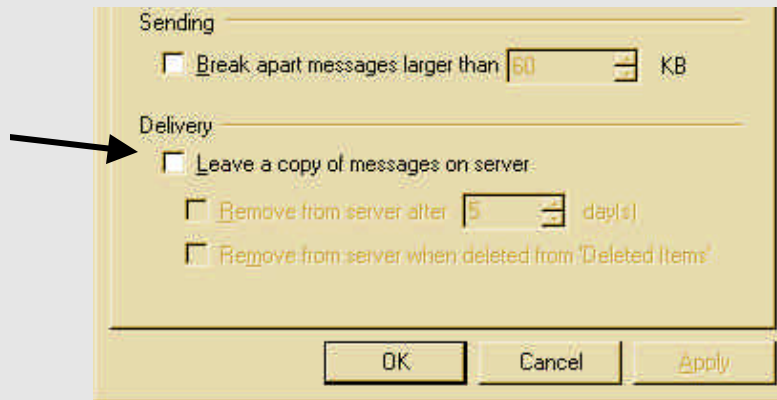
Reply address: \_\_\_\_\_

Include this account when receiving mail or synchronizing

OK Cancel Apply

### **Side note: Multiple Accounts**

You can set Outlook to send/receive multiple email accounts, such as personal and business—this can be very handy. I use it to pull my work email at home. On my home computer I have set the email to remain on the server...so the work computer can pull (and then delete from the server) in the morning. See below for how to do this on the ‘advanced’ tab of the properties window.



### **Sending To**

- Outlook will automatically recognize names you type in (even partially). You don't need to click on the 'to' button to add people from your address book!
- Put semicolons in between addressees.
- Put the person responsible for replying in the "to" line, others in "cc".
- Know how to add someone to "bcc" when needed.

### **Subject Line**

- Give enough information so receiver understands the purpose of the email.
- Don't be ambiguous.
- Use verbs.
- Indicate if action is required
- If a 'cold' email, make the subject line tell your purpose or how you know them.

UNCLEAR: Solectron quote  
CLEAR: Need solectron requoted

### **Body text formatting**

- Create very short paragraphs & space things out.
- Make URLs stand on their own line
- HTML-enriched email is okay nowadays, but use for minimal formatting.

## Body text content

- Provide relevant content from previous emails in the body text. Feel free to trim the content to only what is relevant. (AOL users: an *attached* email isn't as helpful.)
- Keep to one subject in your message so recipient can act more efficiently, unless both need to be taken care of together.
- Be clear about the subject material and if action is required by the recipient.
- **Be sure to say thank you**

UNCLEAR: The customer isn't sure if the equipment will fit.

CLEAR: Please send a drawing of the equipment to the customer?

## Greetings

- Opening an email with a greeting is friendlier.
- Creativity is allowed.
- Don't insult your recipient by using shortened/nicknames unless you know they use it.

### Samples:

Hi,  
Hello-  
Jan--  
Mr. Dame:  
Hello everyone

## Signatures

- Signatures on emails need to include:
  - Preferred name
  - Title or position
  - Company
  - Phone
- You can add additional info, such as website and URLs, but fax and snail-mail aren't necessary.
- A sign-off is optional, but is polite. Samples include: Cordially, Sincerely, Thanks.
- A dividing line or other break above the signature can make the email more readable
- It is okay to use a shortened signature for those people you know.
- Signature files can be used to create 'boilerplate' email messages.

## Attachments

- Make sure the file format is common or the recipient can open it. (Provide a link to a file reader, if unsure)
- Digital camera pictures can be large files that are hard to print. Try to reduce or crop pictures when you can.
- Don't send Word or Excel documents with 'macro' functions.
- Avoid using Microsoft's 'send link by email' function in Internet Explorer. Cut and paste a link instead.

## Sample 'poor' email:

