

Contents

Writing Effective E-Mail

INTRODUCTION TO THE TRAITS:

Strategy 1: Benchmark Your Writing with the Seven Traits **2**

Activity 1: Assess and Edit with the Seven Traits **3**

TRAIT 1 DEVELOPING STRONG IDEAS

Strategy 2: Write Effective Subject Lines **4**

Activity 2: Correct Weak Subject Lines **5**

Strategy 3: Develop Strong Claims **6**

Activity 3: Evaluate Claims **7**

TRAIT 2 STRENGTHENING ORGANIZATION

Strategy 4: Be Direct or Indirect as Needed **8**

■ (SEA Formula) for good- or neutral-news **9**

■ (BEBE Formula) for bad-news messages **10**

■ (AIDA Formula) for persuasive messages **11**

Strategy 5: Order Information in Lists **12**

Activity 5: Use Lists to Present Information **13**

TRAIT 3 USING A PROFESSIONAL VOICE

Strategy 6: Use Appropriate Formality **14**

Activity 6: Create Fitting Formality **15**

TRAIT 4 CHOOSING THE BEST WORDS

Strategy 7: Use Fresh, Precise Words **16**

Activity 7: Choose the Best Words **17**

TRAIT 5 IMPROVING SENTENCES

Strategy 8: Write Tight, Balanced Sentences **18**

Activity 8: Divide Rambling Sentences and
Use Parallel Structure **19**

TRAIT 6 EDITING FOR CORRECTNESS

Strategy 9: Correct Unclear Wording and Faulty Sentences **20**

Activity 9: Edit for Unclear Wording and Sentence Faults **21**

Strategy 10: Correct Common Errors **22**

Activity 10: Fix Common Errors **23**

TRAIT 7 CREATING READER-FRIENDLY DESIGN

Strategy 11: Make Effective Design Choices **24**

Activity 11: Assess E-Mail Design **25**

FOLLOW-UP

Strategy 12: Develop and Implement an E-Mail Policy **26**

■ Disclaimers **27**

■ E-mail Guidelines **28**

Activity 12: Develop E-Mail Policies and Guidelines **29**