



email guidelines

how to properly format
a professional email

formatting a professional email

The human eye reacts differently to a computer screen than a piece of paper, so how you format your email is vital



A well laid-out and properly structured email is much easier to follow and is more likely to have the desired effect than a message that is a stream of text with no clarity of structure.



rules, guidelines & things to remember:

- 1. It is harder to read letters on a computer screen than on a sheet of paper, so keep emails short and to the point.**

Open and close your emails just as you would a professional letter. You can be slightly less formal but still need to address your reader with a greeting and a sign off at the end – a simple “Hi Ed,” to start and “Thanks” or “Regards” at the close will produce a remarkable response from the recipient of your email.
- 2. While there is no ideal email length, single space your email, keep sentences short (about 10-15 words), and be sure to skip a line between paragraphs (which shouldn't be any longer than 4 sentences each).**

Use paragraphs in the same way you would in any other professional document, and make sure you have a clear beginning, middle, and end with a single line space between each paragraph. Ideally, each paragraph should have 2-3 sentences, with 4 being the maximum.
- 3. If possible, keep the length of the email to a length that can be viewed entirely on the screen.**

If you are listing documents or instructions, bullet points will improve the clarity of your message and make it easier for your reader to digest. Use simple bullet points and be consistent with their format.



formatting a professional email

breakdown of structure & format

- 1 Hi Christine,
(line space)
- 2 I hope this e-mail finds you well. My name is Edward, and I am reaching out because I saw a newspaper ad for your gym, and I wanted to learn more about your marketing initiatives as well as present you with alternative advertising opportunities that could help increase your brand recognition.
(line space)
- 3 Specific to New York City, my company, Titan Outdoor, handles the Street Kiosk Display advertising, which countless gyms and fitness centers, such as Blink, Equinox, and NY Health & Racquet Club, have repeatedly used as part of their advertising campaigns. Kiosk Displays deliver high impressions at a lower CPM than other media types and can be strategically placed throughout the neighborhoods where your gyms are located or even right outside your competitors' venues.
(line space)
- 4 I would love to find a time next week to discuss your marketing objectives for the remainder of 2015. I'll be in your area Thursday; are you available at 2:30?
(line space)
- 5 I look forward to hearing from you soon.
(line space)
- 6 Many thanks,
Edward

1. greeting:

"Hi (their name here),"

2. body paragraph one:

pleasantary & reason for email

In this first paragraph, introduce yourself (if you haven't met before), include a pleasantry, and, of course, the purpose of writing the email. Be brief & to the point.

3. body paragraph two:

what needs to be achieved and/or benefits

In the second paragraph, give the details of why you're writing the email and what exactly you hope to achieve by it. Add value and highlight the benefits of their prompt response and/or action. Again, be brief and to the point.

4. body paragraph three:

call to action—what they need to do

The third paragraph is meant to reiterate what you need them to do or what you need from them. Use this paragraph to voice the request once again and confirm the next steps, ensuring that your request is fulfilled.

5. closing line:

closing line w/encouragement for prompt response

Thank them and encourage a prompt response.

6. sign-off:

**"Regards",
(Your Name Here)**



formatting a professional email professional vs. unprofessional



Hi Christine and Liz,

It's a pleasure to e-meet both of you!

I look forward to working with you moving forward.

I would love to schedule some time to meet you so you can put a face to the name. Please let me know if you have any available time to meet over the next couple of weeks. I can make any time work on my end!

I know you had worked with Dave on Company Z's 2014 June/July schedule. Please let me know if you have any time to discuss next steps so we can secure the inventory for that campaign! Anything you need please let me know.

Warmest Regards,

Ed



Hi Christine and Liz,

It's a pleasure to e-meet both of you! I look forward to working with you moving forward. I would love to schedule some time to meet you so you can put a face to the name.

I know you had worked with Dave on Company Z's 2014 June/July schedule, so let me know which day next week works best to meet and discuss the next steps so we can secure the inventory for the 2015 campaign.

Please let me know if you need anything in the meantime, and I look forward to hearing from you.

Warmest Regards,

Ed

happy emailing!

TITAN

your titan

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