

Email That Works

Email is a noisy environment. Stand out. Be brief, bold, and clear. Think outside the paragraph.

Revealing subject line

Tell readers what to expect. Also becomes accurate heading for reply threads.

Microwave greeting

If you must introduce yourself, do it simply and quickly to warm things up.

I and you

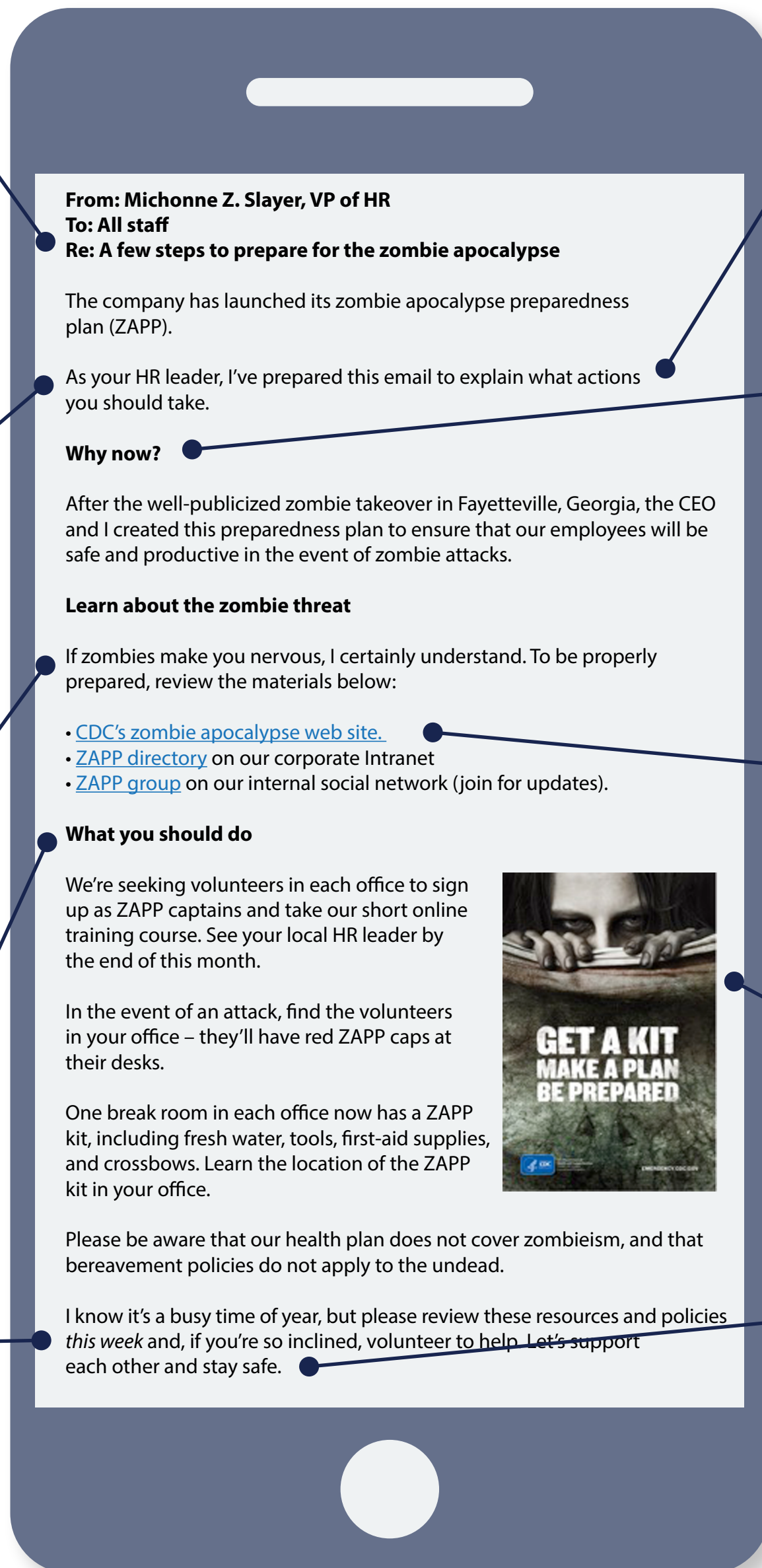
Use pronouns; be direct and involve the reader.

Call to action

Be clear about what you want the reader to do.

Deadline

Tell people how long they have to respond.



Summary sentences

Use the first 20 words to tell readers what to expect.

Skimmable headings and bullets

Avoid long paragraphs. Use formatting features to aid skimming.

Links

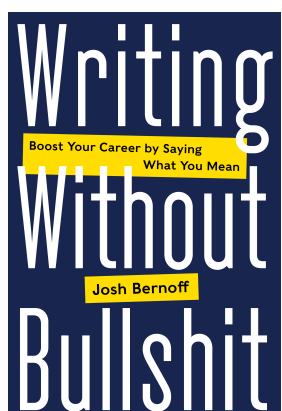
Let readers click to review detailed material.

Graphics

Use photos or charts to clarify content.

250-word limit

Be brief for maximum effectiveness on a phone screen.



Brought to you by Josh Bernoff's *Writing Without Bullshit*, the business writing book for a world where everyone reads on a screen.

Learn more at bernof.com/book.

