

E-Mail Etiquette for Business Professionals

According to McKinsey and Company, reading and crafting E-Mails takes **over 25%** of the average workweek. With E-Mail being a vital form of communication for business, it is important that you and your brand appear professional and that your E-Mails get read. Proper E-Mail etiquette can create and maintain a good impression. This tutorial provides step-by-step processes to ensure you use proper etiquette.

Utilize this downloadable PDF document to review and improve your current E-Mail Etiquette in business interactions.

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About AMI: Contact Us

Arizona Microcredit Initiative is a 501©3 nonprofit organization that strives to empower the underserved entrepreneurs of the greater Phoenix valley **through business instruction, consulting services, and microloans.**

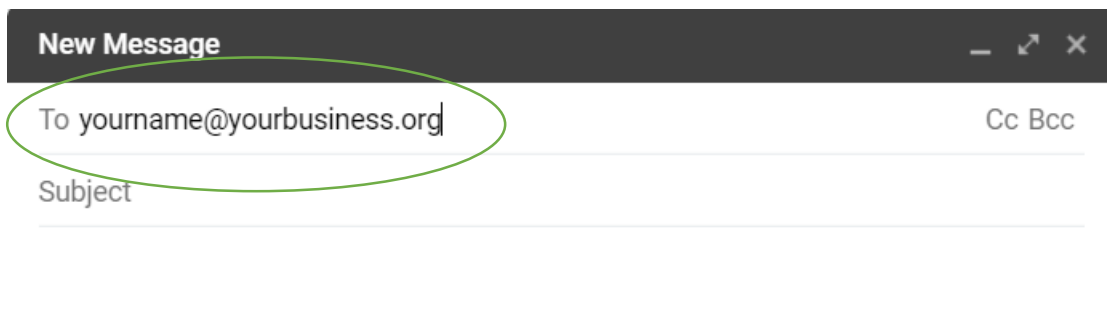
If you have questions at the end of this tutorial and/or want to access other educational content, please feel free to contact AMI at info@azmicrocredit.org , or visit our website at **azmicrocredit.org/education**.



Step 1: Use a Professional Address

If your work E-Mail is the same as your personal, be sure the address is **appropriate**. It should also **contain your name** so the recipient can easily identify who you are. This example shows an E-Mail in the “To” section, but the general format is a good example of a standard business E-Mail.

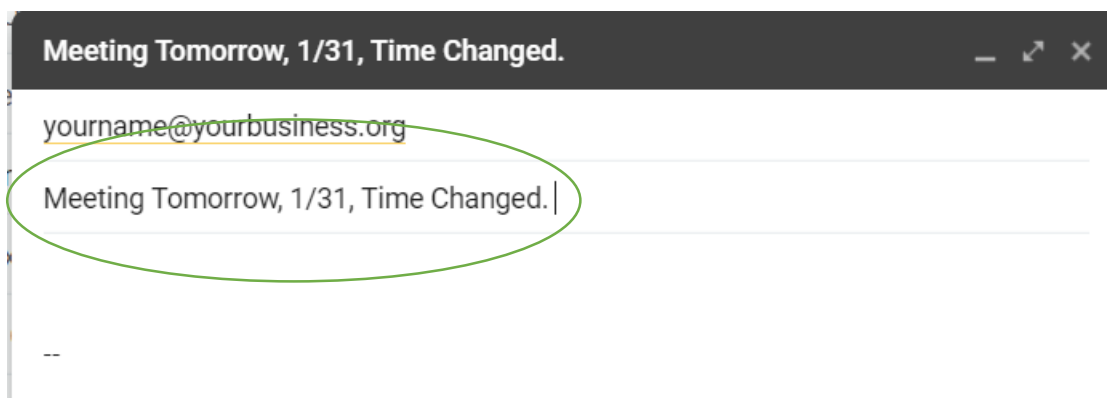
For example, AMI chooses to create staff E-Mail as [Staff Name]@azmicrocredit.org.



Step 2: Create a Clear Subject Line

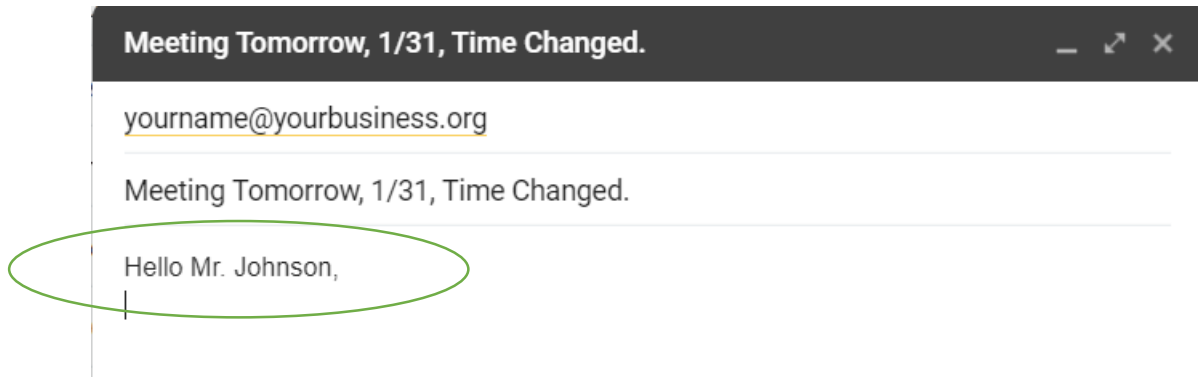
With a multitude of E-Mails people receive daily, a **clear, direct subject** line will not only draw the attention of your audience, but also **give direct context of what information the E-Mail contains**. All caps or all lowercase in the subject line can make the E-Mail look unprofessional or similar to spam.

In this example, the subject line gives direct indication to its recipient of what information is in the E-Mail. It is also clear that it contains important information, which will ensure it gets read (so that the meeting is not missed).



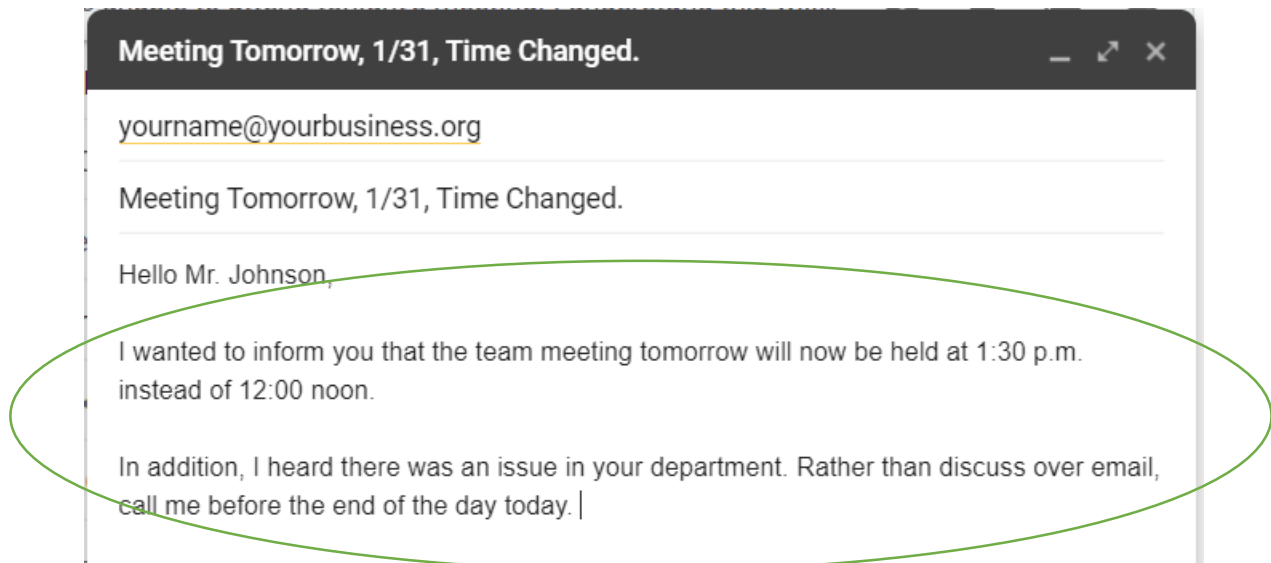
Step 3: Use a Formal Greeting

Appropriate greetings include: “Hello, [Insert Name]”, “Greetings, [Insert Name]”, “Hello Everyone”



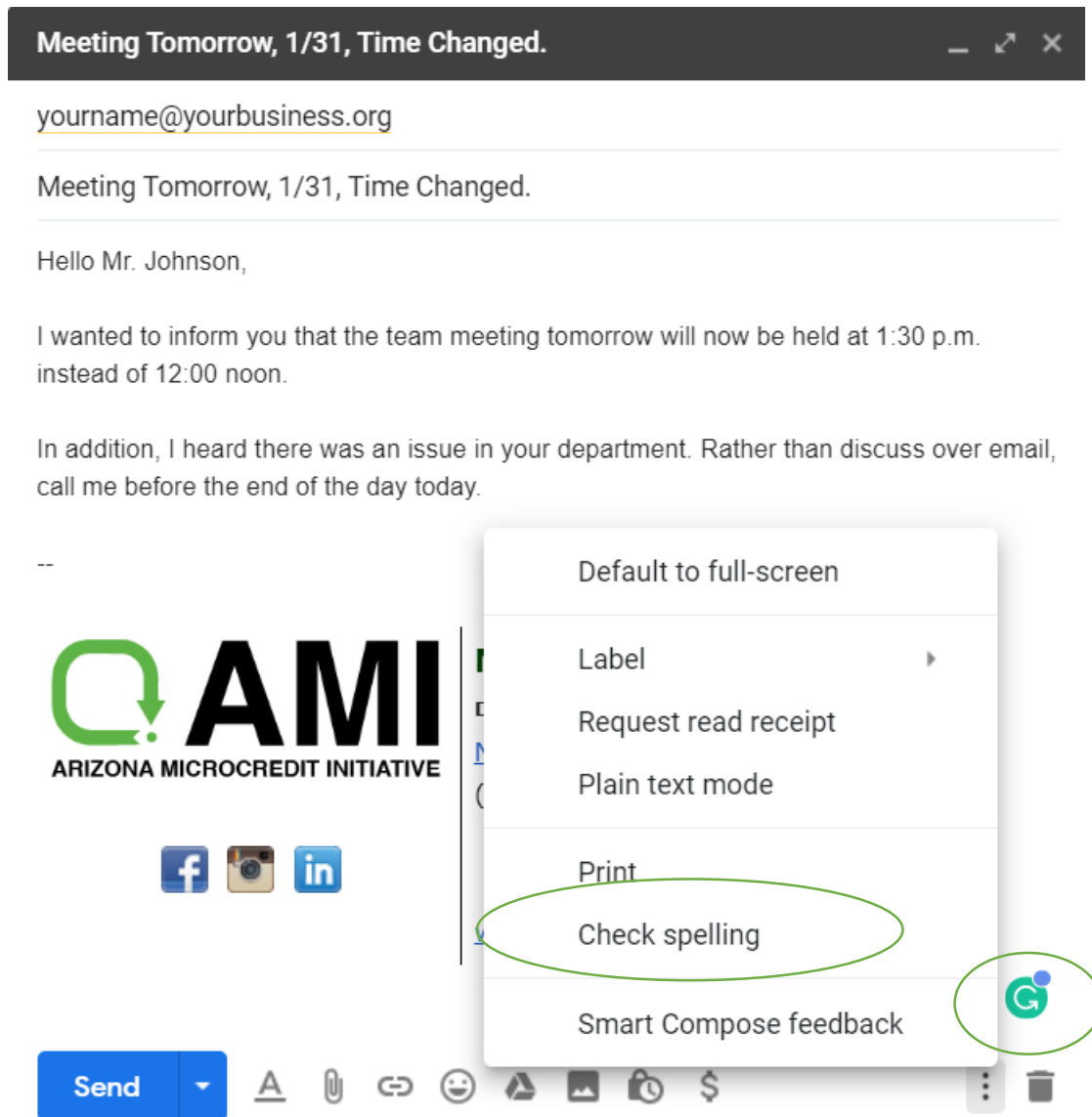
Step 4: Construct your Message

In a professional and formal conversation, **you do not want to run the chance of miscommunication**, therefore, it is essential maintain a professional tone and language in the message. First and foremost, begin with **writing in full sentences** as well as keeping fonts, colors, and font sizes classic. Next, **avoid using too many exclamation points and abbreviations**, such as OMG, and **limit the humor** included in the message as it may be mis-interpreted. Further, when communicating sensitive information, **keep private material confidential** and instead opt to utilize in-person or phone communication instead.



Step 5: Proofread your Message

Read your message out loud to ensure that sentences are fluid and all the information included is consumable. Further, **check for spelling, grammar, and punctuation mistakes** throughout the E-Mail. Since these errors are easy to miss, you can also install a program such as Grammarly for a second pair of eyes to review your message.

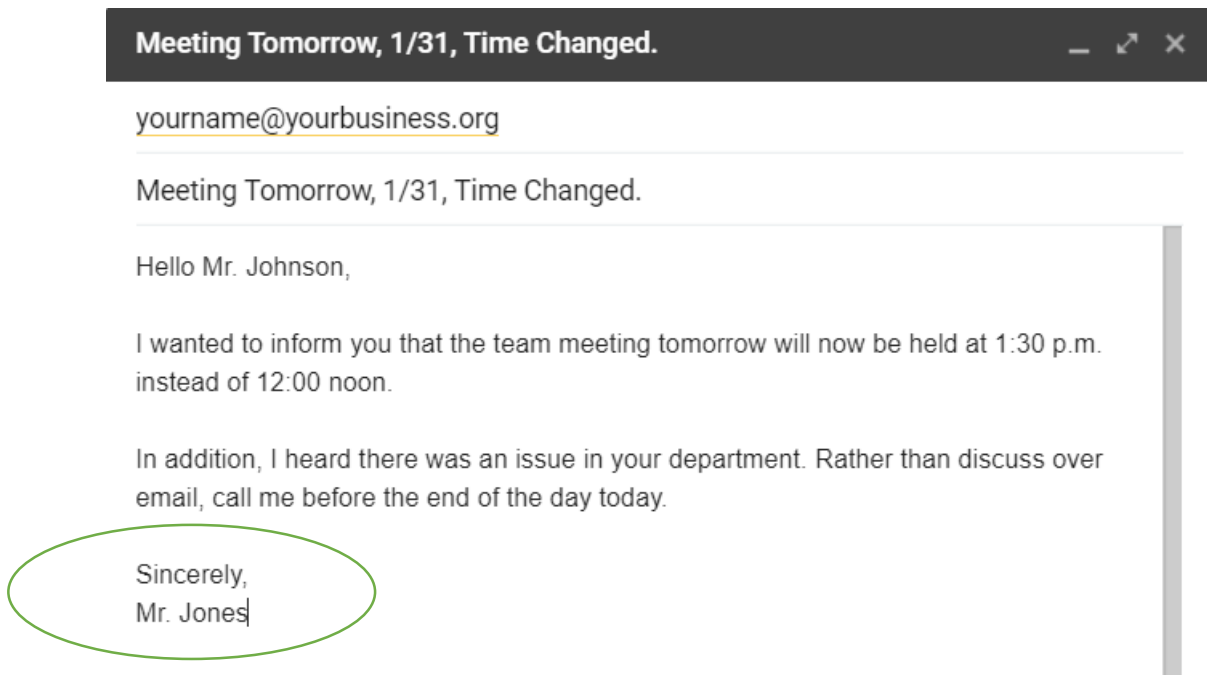


Visit [Grammarly.com](https://www.grammarly.com) to download the application to your device.



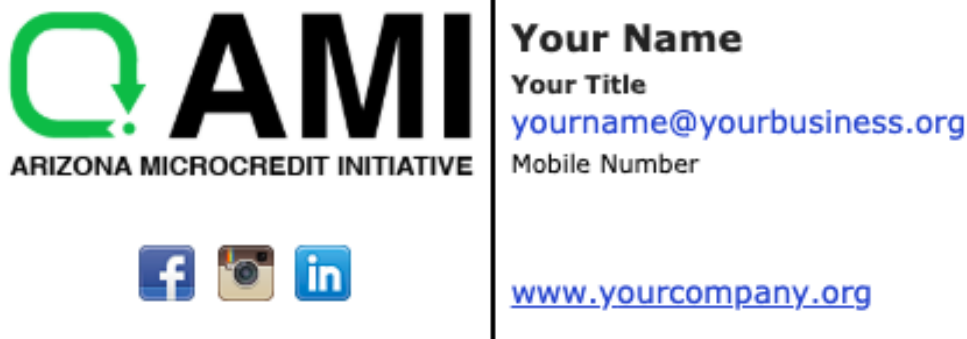
Step 6: Use a Formal Salutation (Send-Off)

Your send-off should maintain **professional**, similar to the greeting. Some examples include “Sincerely”, “Best Regards”, and “Thank You” followed by a comma.



Step 7: Create an Automatic Signature

Set up an automatic signature through your E-Mail settings. Your signature should **include your name, phone number and other relevant contact information**, and your company or organization. This helps your recipient contact you with ease without searching for your information elsewhere.



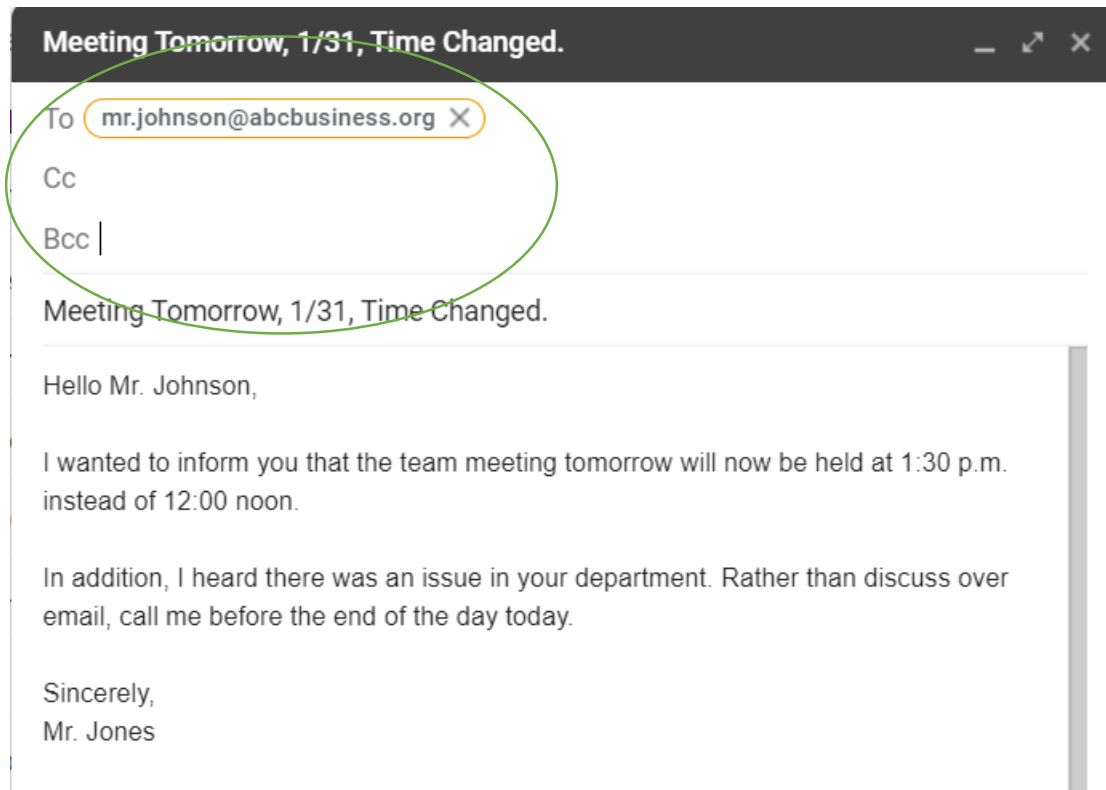
Step 8: Add Recipients

Add the recipient(s) E-Mail address(es) last. This will prevent an accidental send without proofreading your message first.

TO: The “To” address bar should be filled with address of who the **E-Mail is formally typed to** (i.e. who is in your greeting).

Bcc: The “Bcc” address bar should be used when E-Mailing a **group of contacts who do not personally know each other**. By not listing them in other recipient address bars, you avoid sharing their E-Mail addresses.

Cc: This address bar should be used when **E-Mailing a group of people who know each other** and all partake in the discussion.



Step 9: Respond Promptly

When you receive a new E-Mail or a reply, respond **within 48 hours** in order to ensure the most effective and efficient communication between the sender and receiver.

