9 surefire ways to look professional with email.

How some smart email strategies can help you convert the customer, close the sale, build your brand, and win at business.

Office 365
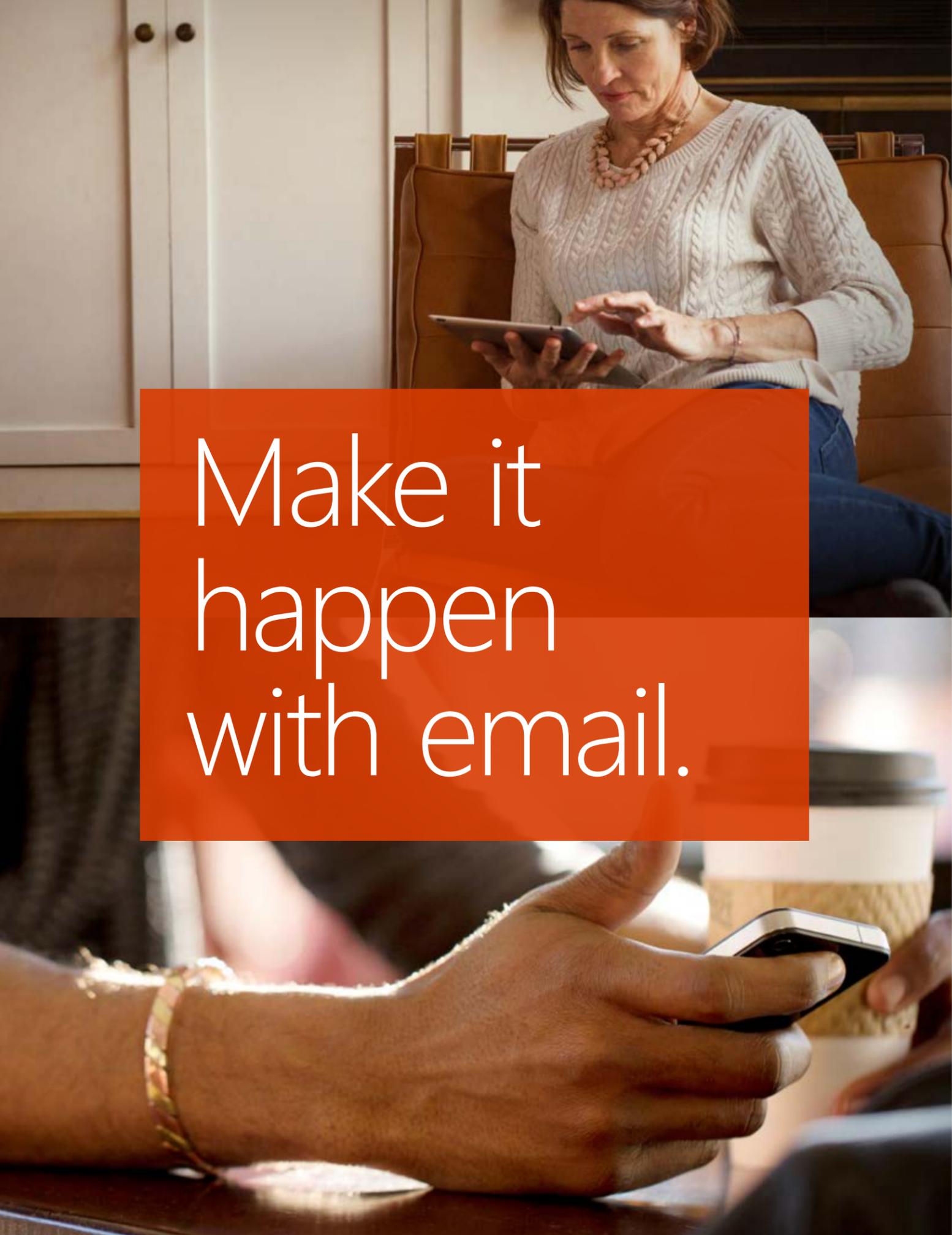
Make it happen with email.

With over 1 billion sent and received per day, email is how the business world communicates. The ability to consistently craft powerful, polished email will advance your business, career, and reputation. But one email error can cause irreparable damage. No matter how many you write, resist taking shortcuts.

On the following pages, we'll share smart yet simple strategies for bringing new power to your email.

Create a custom email address for your business.

Using your personal email address can send the message that your business doesn't take things seriously. But a custom email address in the format **yourname@yourcompany.com** shows customers and colleagues that you mean business.

In three simple steps, Office 365 helps you create professional-looking email addresses. Here's how>

DO THIS:

Best For You Organics
ccarrico@bestforyouorganics.com

NOT THIS:

Colby Carrico
Colby.Carrico@example.com

Double-check your **CC:** and **BCC:** lines.

When emailing multiple recipients who don't know each other, don't use the To: or CC: lines. It shares your contacts' addresses with strangers, and if anyone replies to all it can annoy or even anger everyone you emailed. Avoid embarrassment and use the BCC: line, no one will be able to reply to all or see others' addresses.

To

| customers@yourcompany.com ✕ | **THE PRIMARY RECIPIENT OF THE COMMUNICATION** |

Cc

| partners@yourcompany.com ✕ | **THE PEOPLE YOU ARE KEEPING IN THE LOOP** |

Bcc

| jane@yourcreditunion.org ✕ | **ADDRESSES ON THIS LINE WILL BE HIDDEN FROM OTHER RECIPIENTS.** |

Do the
To: line last.

We're used to writing from top to bottom, so our instinct is to complete an email form's To: and CC: lines first. Be careful. It's easy to hit the wrong key and send before finishing. Remove the possibility of misfired emails by waiting to add contacts until you know you've crafted an A+ email.

Regret that email? With Office 365 you can recall email before it gets read. Here's how>
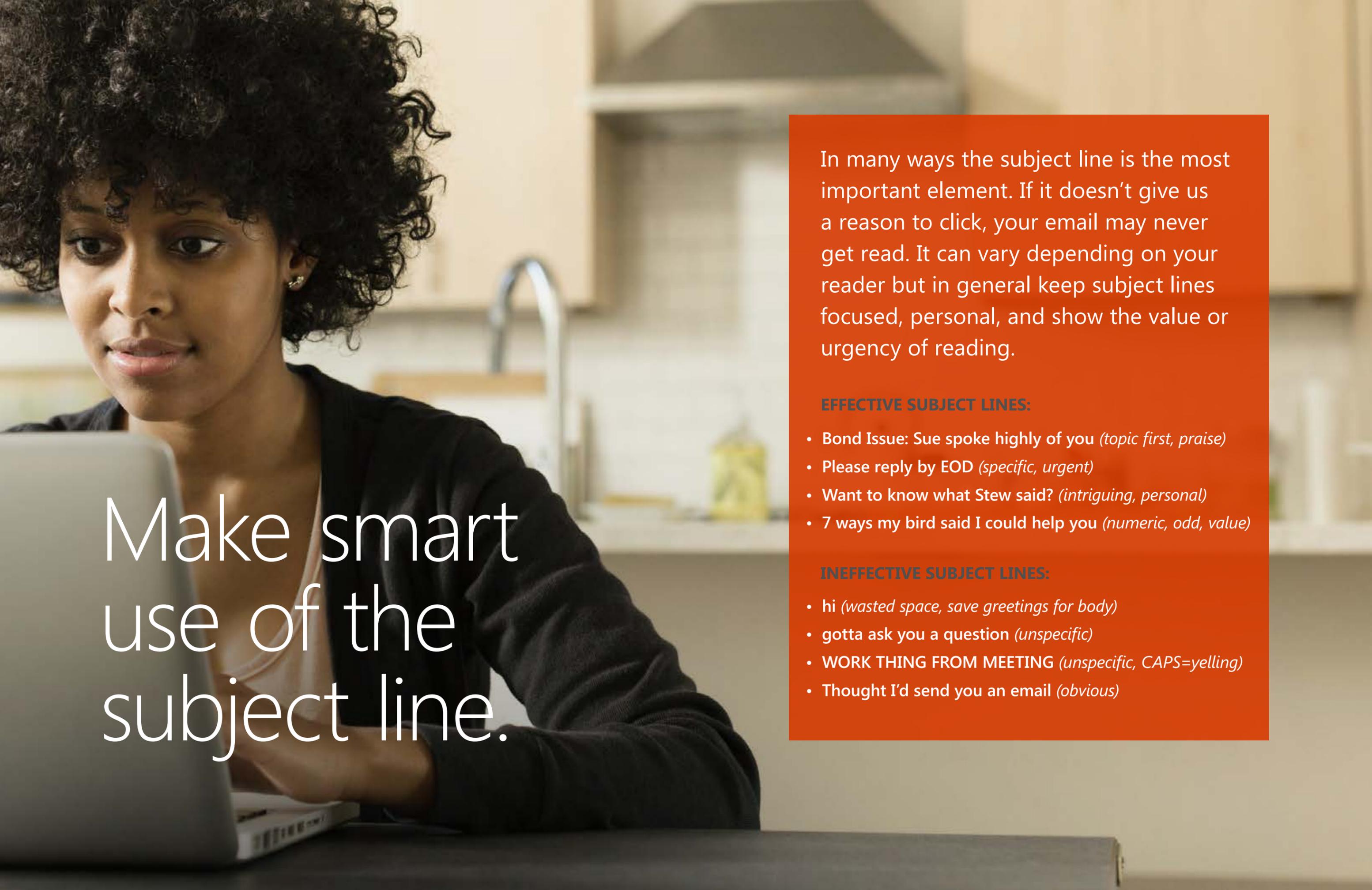
Make smart use of the subject line.

In many ways the subject line is the most important element. If it doesn't give us a reason to click, your email may never get read. It can vary depending on your reader but in general keep subject lines focused, personal, and show the value or urgency of reading.

EFFECTIVE SUBJECT LINES:

- **Bond Issue: Sue spoke highly of you** *(topic first, praise)*
- **Please reply by EOD** *(specific, urgent)*
- **Want to know what Stew said?** *(intriguing, personal)*
- **7 ways my bird said I could help you** *(numeric, odd, value)*

INEFFECTIVE SUBJECT LINES:

- **hi** *(wasted space, save greetings for body)*
- **gotta ask you a question** *(unspecific)*
- **WORK THING FROM MEETING** *(unspecific, CAPS=yelling)*
- **Thought I'd send you an email** *(obvious)*
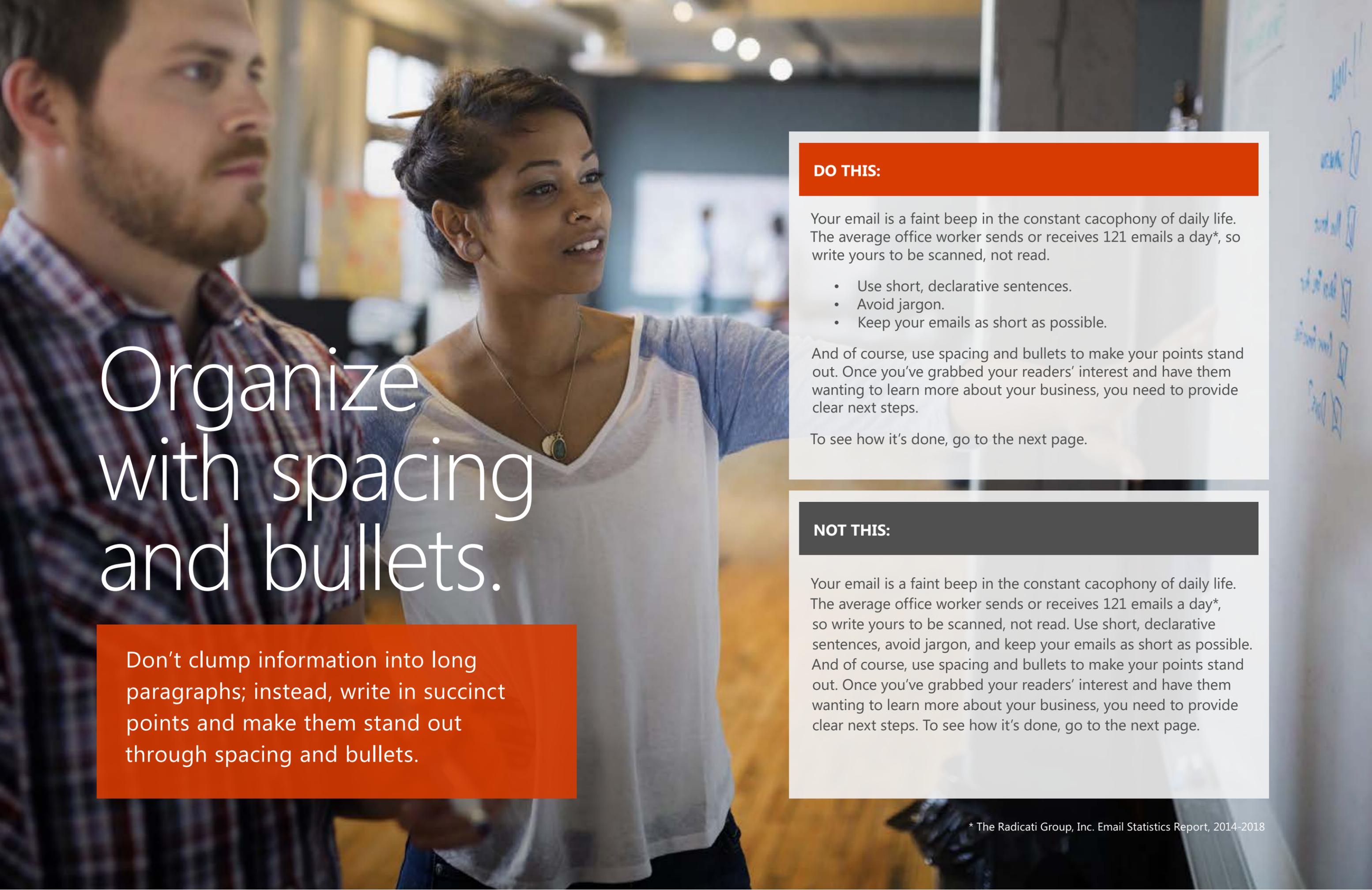
Organize with spacing and bullets.

Don't clump information into long paragraphs; instead, write in succinct points and make them stand out through spacing and bullets.

DO THIS:

Your email is a faint beep in the constant cacophony of daily life. The average office worker sends or receives 121 emails a day*, so write yours to be scanned, not read.

- Use short, declarative sentences.
- Avoid jargon.
- Keep your emails as short as possible.

And of course, use spacing and bullets to make your points stand out. Once you've grabbed your readers' interest and have them wanting to learn more about your business, you need to provide clear next steps.

To see how it's done, go to the next page.

NOT THIS:

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* The Radicati Group, Inc. Email Statistics Report, 2014-2018

A smart fix for large attachments.

Video and multimedia have become essential to many types of businesses. Often these files are too large to email. Moreover, many people don't like opening files attached to email because they can carry viruses. File sharing is the solution. It allows you to upload files to the cloud and share them via a link to the uploaded file.

*Learn how to share files in Office 365 using cloud attachments. Watch video>*

Include clear next steps.

Congratulations! Your email has people interested—but now what? Include clear calls-to-action stating precise next steps, whether it be to follow a link, call a number, reply to your email, whatever—just make sure it's clear.

GOOD EXAMPLES OF 'NEXT STEPS'

- Learn how we can help your business at **relecloud.com**

- To get your starter kit, call Amelia at 214-555-0101

- Interested in visiting Coho Winery? Just reply to this email.
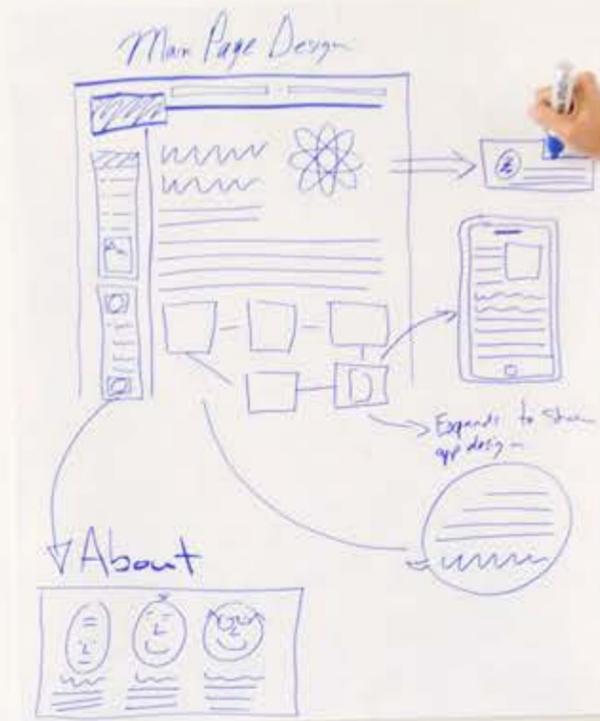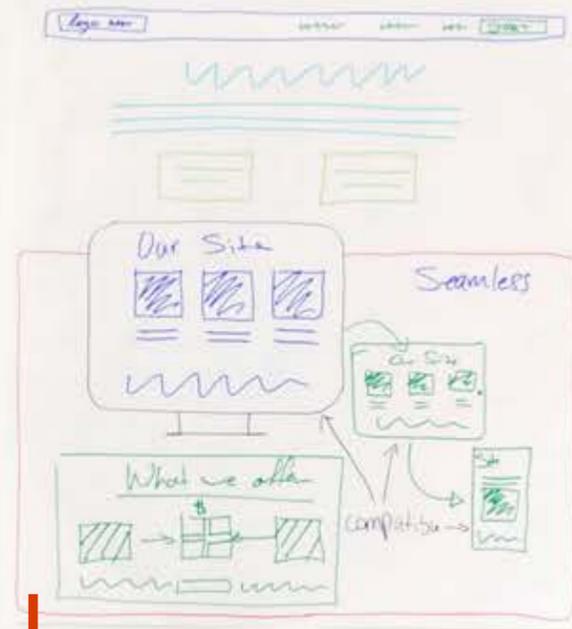
Add a signature with a logo.

A signature is a subtle yet potent opportunity to build your brand with every email you and your employees send. It can include not just a lot of info but also some visual interest in the form of a company logo.

In Office 365, you can add a signature with logo in four simple steps. Learn how>

DO THIS:

Sincerely,

Amelia Goodwin
Master Baker

BEST FOR YOU
ORGANICS

214.555.0101 | bestforyouorganics.com

NOT THIS:

Sincerely,

Amelia Goodwin
Master Baker

Best For You Organics Company
214-555-0101
bestforyouorganics.com
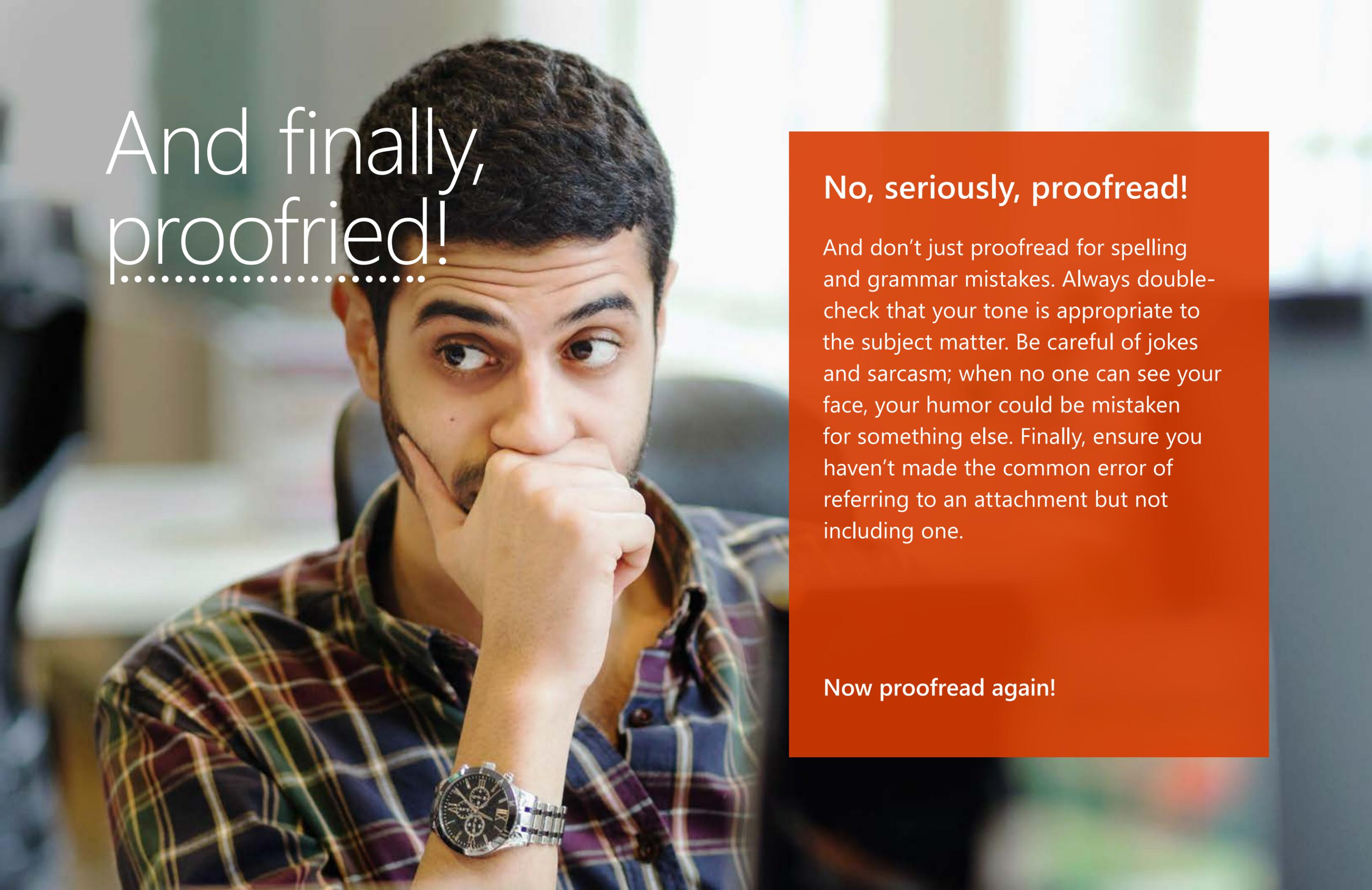
And finally, proofried!

No, seriously, proofread!

And don't just proofread for spelling and grammar mistakes. Always double-check that your tone is appropriate to the subject matter. Be careful of jokes and sarcasm; when no one can see your face, your humor could be mistaken for something else. Finally, ensure you haven't made the common error of referring to an attachment but not including one.

Now proofread again!

Send Off

We hope you find these tips useful in boosting your business email power. To learn how Office 365 can help you put them to work, visit **Office.com/business**

Thanks for reading, and feel free to share this book with your colleagues.

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