

Checklist for a professional email

- Include a unique and searchable subject line.** This separates your email from the dozens or hundreds of emails your recipient receives each day and makes it easier for them to search for it later.
- Use a greeting.** Be sure you have the gender and spelling of the name correct. If these can't be confirmed, a generic greeting is better than nothing.
- Open with a short personal statement.** "How was your weekend?" or "I hope you are doing well," etc.
- Keep it concise and professional.** Using paragraphs and proper grammar help your talking points stand out. Emoticons are for texting.
- Say thank you.** Name an action if possible. For their time, effort, or consideration can work also.
- End with a call to action.** "Looking forward to hearing from you soon", or something similar, indicates an expectation of a reply.
- Sign off with an appropriate closing that includes your contact information.** It makes it easy for the recipient to get back to you.
- Proofread your email.** Have a co-worker give it a quick review if possible. If you can reread it an hour, or even a day later, that's even better.
- Add the recipient address and send!** If you make this a habit it will eliminate those forgotten attachments and incomplete emails.