

10 Secrets of Effective Business Email Writing

Business emails can make or break your business. One must be very careful while writing business emails.

Rajesh Garg, a friend of mine made me find the secret of writing emails. Rajesh is a service provider. He provides image editing service online. His business was doing so-so. One day, Rajesh decided that he will approach more clients. To do so, he started sending emails to people around the world. Rajesh wanted to increase the number of the customers. He would send hundreds of emails every day but the turnout was not even 2%. Rajesh was not able to understand the reasons behind this. He was putting his time and efforts in finding the people and sending the mail but the outcome was zero. After doing it for a long time, Rajesh started losing hope.

One day he called me and asked me to meet for lunch. We met and he told me the whole story. I quickly understood that somewhere Rajesh is not targeting the right people with the right words. I asked him to show me the emails he was sending.

I am attaching a sample of Rajesh's emails to help you understand it properly.

Hey.....

I am Rajesh Garg. I have image editing company. I've very good staff. Our services are too good. I can edit your photos properly. Image editing is very helpful for everyone. You can tell me to edit your photos.

Here are some issues that are glaringly wrong:

1. The mail is all about the sender.
2. There is no 'SUBJECT LINE' explaining the reason for sending the mail.
3. There is no direction where the mail is going.
4. The mail is more like a text message. No greeting line or sign-off.
5. The call to action is very weak.

You see friends this is how a lot of us write an mail while trying to sell our goods or services. But this is where most of the times we go wrong.. Here are some of the secrets of drafting professional emails. Rajesh applied these methods and in few days, the results were encouraging. Now the turnout is 71.47%. Now Rajesh's clients are all around the world.

Friends, here are 10 time tested secrets of effective email drafting.

1. Think before you write -

Before you begin your mail, you must know the purpose of your email. Consider the main purpose of your mail. Is it intended to pacify an angry customer, to quote a price, or to say no to a request? Whatever the reason, have it firmly in your mind before you start to write.

2. Plan your mail -

Consider following points while planning your email -
Your reason for writing. Be explicit if there is more than one reason.
Keep the facts and figures you will be presenting in your mail in logical order.

3. Opening the mail -

Professional Salutation is important. Business emails are for your clients. Using 'Hey', 'Heya', looks unprofessional. "Hi", "Hello", "Dear Sir or

Madam", "To whom it may concern", can be used instead. You can also use "Dear XYZ".

4. The body of your email -

The body of your email will have three parts mostly.

A. Opening: Identify the subject matter in the first paragraph. Do not forget to add a "Subject line". Mentioning the reason, in the beginning, is very important. This will help your reader to get the idea of what your mail is all about.

B. Body: Very often you will have a number of facts to present in each section. Put the facts in a logical order. For instance, order them by importance, or chronologically.

C. Conclusion: In the end, clear what you want the reader to do. This is also called Call to Action.

Eg.

Please take the necessary action as soon as possible...

Please confirm my registration...

Kindly fill the membership form for...

5. The closing of the mail -

End your mail on a firm and positive note. Avoid vague closing like: Thanks in anticipation, Hoping to hear from you etc. these closings are very common nowadays.

Let your close say what you mean:

Please phone me by day-end to discuss terms and arrange a date.

Whatever the answer, I would be grateful for a prompt reply.

Kindly arrange to replace the faulty printers by this weekend.

Do come to the meeting with the review reports.

6. Watch your language -

Double check your grammar, spellings, and punctuation. The language of your mail should be very simple. Make it simple enough so that it can be read by anybody easily. Fancy words are of no help.

7. Keep it concise -

Your email should be to the point. Describe one or two ideas only in a mail. Avoid cliches and jargon sentences. Make sure when you look at what you're sending it doesn't look like a burden to read - feel free to use bullet points.

8. Provide necessary info with your signature. -

Add your name and basic details only. Your signature is a great way to let people know about you and your other services.

9. Schedule your emails -

Timing is everything. You should know the right time to send the mail. Now you can schedule your emails with the help of "Boomerang app". Boomerang lets you take control of when you send and receive email messages. It helps you schedule emails to send at optimal times, snooze messages, get read receipts & follow up reminders if someone doesn't respond to your email.

10. Read it out -

Before hitting the send button, read your mail at least twice. Make sure that you have mentioned all the points clearly. There should be no spelling or

grammatical mistakes. Check if your message is delivered properly in the mail.

Some free resources for improving your email drafting are here:

You can create your free email signature here -

<https://www.docuSign.com/esignature/create-signature-online-free>

Use Grammarly app / website / chrome extension to correct grammar in your emails <https://www.grammarly.com>

Download the Boomerang app here - <http://boomerangapp.com/>

Helpful Books-

Writing That Works; How to Communicate Effectively In Business by Kenneth Roman. - <https://www.amazon.in/Writing-That-Works-3rd-Communicate/dp/0060956437> This book is a must-read. It is short, succinct and relevant - even (or especially) in our era of email, text messaging and social media.

Business Writing Essentials: How To Write Letters, Reports, and Emails by Clare Whitmell - <https://www.amazon.in/Business-Writing-Essentials-Letters-Reports-ebook/dp/B008YGFM46>

In this book, you will get:

- Templates for the most common business situations.
- Guidelines for accurate punctuation, spelling, and layout.
- Easy-to-follow advice for correct style and tone.