

10 Techniques to warm up your email style

In a recent workshop we explored techniques to warm up your email writing style, for example with good/close customers, suppliers or colleagues. Please find 10 working principles below:

1) Start your email differently. I recommend using 'Hi' when you communicate with a good contact. I don't recommend 'hello' as I think it works better as a spoken convention.

2) Consider a warm and friendly opening sentence or going straight to the point. 'I hope your week is going well', for example.

3) Choose fewer formal words in the body of your email. Phrasal verbs can be useful in relaxing your email style. Consider the difference.

- '... the meeting has been cancelled.'
- '... the meeting has been called off.'

4) Use a greater number of feeling based expressions/expressions giving thanks.

- 'It felt good to finally finish the ...'
- 'Thank you for your insights yesterday...'

5) Use more contractions, 'I don't' v 'I do not...'

6) Use ellipsis selectively and with care. Ellipsis is the deliberate act of missing out words. 'Please send me the report when you have some time' v 'Would you please send me the report when you have some time.' The danger here is that you come across as too directive.

7) Play with your punctuation. When I am writing a more relaxed email to a colleague, I often use a dash – in place of a comma (,). ‘Thanks for sending the email to xxx – did you get any feedback?’

8) Ask direct questions. ‘Do you think we should send this directly?’ – rather than ‘In your opinion, would it be worth sending this directly?’

9) Soften your closing statement. ‘Let me know if you have any questions’ rather than ‘I remain at your disposal for any further questions you may have’.

10) Sign off with a semi-formal convention. Consider using ‘Best’ as a warm way of ending an email to a good colleague.
