

10 EMAIL TIPS

TO ENHANCE YOUR

PROFESSIONAL BRAND

A PDF GUIDE



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Let's face it, if you're reading this, you're at an age where you probably check your emails more than your text messages. As professionals, emails make up our main form of communication. This guide lists 10 email tips to make sure you are the ultimate professional in the one space that likely occupies most of your time.



1. USE A PROFESSIONAL EMAIL ADDRESS

- The most unprofessional thing you can do is email a potential employer or your supervisor with an inappropriate email address. Employers have thrown out great candidates' resumes because of unprofessional email addresses.
- Yes, make another email account if you need to. I have several email addresses: social media + miscellaneous emails, business emails, personal but professional emails, etc.
- The best email address is "firstnamelastname@gmail.com". Including a dot or underscore in between your name is helpful if your name is common.
- Hosts such as Hotmail and Yahoo are a bit outdated. Gmail and Outlook are more common (and better hosts).
- If you just read this tip and now think you should change your email address, here's a second opinion: you should.

2. KNOW WHO TO SEND YOUR EMAILS TO AND HOW TO SEND THEM

- All emails are not for everyone in the office and definitely not for the CEO. Just because someone is mentioned in the message of an email does not always mean they should be included.
- CC'ing (carbon copying) someone in an email is typically used as a point of information for that person. It's a professional courtesy to loop them in on the subject matter of the email. This is also sometimes used as "reinforcement" to get a response or to "professionally snitch." (Do not CC a supervisor in a follow up email from an interview or job application.) Everyone included in the email can see who is in the TO: and CC: fields.
- The BCC (blind carbon copy) send option is used when you are sending emails to a large number of people who don't need each other's email addresses. Again, the TO: and CC: fields are public but every email address included in the BCC: field is hidden from everyone except for you, the sender. (Reply All responses are not sent to everyone).
- Reply All messages are important when everyone included in the email needs to be aware of your message. Keep in mind, it's like a chain text that everyone replies to – it becomes annoying to receive Reply All messages that only needed to be sent to one person.



3. ADD AN APPROPRIATE SUBJECT LINE

- Think of your subject line as a headline for an article. It needs to be specific but not include all the information within it. Employers and supervisors receive several emails a day, we all do, so make sure your subject line is clear enough to stand out.
- It is very tacky to include your entire message in the subject line, so don't do it.
- If it's time sensitive, adding the date that is being discussed is helpful (not the current date though). For example, if a deadline is the next day, something such as "Deadline for Our End of Year Report is Tomorrow: January 1, 2020"
- Using URGENT or ALL CAPS in the Subject Line should only be used if a message is actually very urgent or exciting. And every message is not urgent or exciting, so use these sparingly.

4. FORMAT THE MESSAGE PROPERLY

- **Greeting**: Always add a greeting to your initial message and to your initial response to a message. Typically a thread of emails between one person or a group of people doesn't always need a greeting. Hi, Hello, Good Morning, or Good Afternoon are the most common and appropriate greetings followed by the recipient's name. Only use first name basis if you are on a first name basis with that person.
- **Body**: Add the appropriate spaces between sections of the message and don't type an entire essay. Use bullet points if necessary. Get to the point in your message and avoid run on sentences and paragraphs.
- **Closing**: End the email with a Thanks, Thank You, Best, or Best Regards or any wording along those lines.

5. MONITOR WORD CHOICE

- Text lingo is very inappropriate. Shortcut to words and slang is also not appropriate for emails. Example: "Ok sis, see u soon!" should instead read "I look forward to meeting with you."



6. PROPERLY INCLUDE ATTACHMENTS

- When including attachments, don't forget to reference it in the email and DON'T FORGET TO INCLUDE THE ATTACHMENT.
- Your resume for example should always be sent in PDF format because it protects it from any edits and the format of a PDF is typically the same no matter what device is used.
- Name your attachments properly: "ABCDEF1234567" is not a professional title. "Tanisha Manning Resume" is a better name for an attachment. Make sure the name is clear and concise.

7. KEEP THE TONE PROFESSIONAL

- Emails are not the place for rants or angry outbursts. Use exclamation points sparingly, again, these are not texts. Overusing capital letters also sends an aggressive tone.
- Just keep it polite and simple. You don't have to be overly friendly either. It's awkward to read a super formal/friendly email:

"I am emailing you on today to formally thank you so much for how super kind you were to me at the meeting earlier today at 10:00am. Will you please accept my thank you and please email me sometime today with the book title that you mentioned during our discussion on resumes."

It's too much. Instead, try:

"It was nice to speak with you earlier today during the meeting. When you get a chance, please don't forget to send over the title to the book you mentioned."

8. USE AN EMAIL SIGNATURE

- This is important because it lets the recipient know who is contacting them. This is also an opportunity to list your professional title or affiliation as well as provide your phone number.
- This is not the place to list your full resume (college students).
- A nice quote adds more of a personal touch and let's a person know more about you.



9. SEND EMAILS AT THE APPROPRIATE TIMES

- Business hours of “9:00am-5:00pm” can sometimes extend to as early as 7:30am and as late as 6:30pm. This is usually allowed when there is a back and forth conversation occurring. Try not to send your first message or your first response to a message too early or too late, unless of course the message is urgent.
- Some organizations are known to work late hours and send emails at untraditional times. Let the employer or your supervisor send the emails first at those times. For instance, at my current job, before I was hired I immediately knew the hours were untraditional because my first interview was on a Saturday morning and my second interview was at 6:30pm on a weekday. When I was scheduled for the interviews, I received the emails after 5pm.
- Sending someone an email late at night does not show that you are a hard worker who works late into the evenings but instead shows the recipient that you do not care about their personal time.
- A key tip is to draft your email and schedule it to be sent the next morning (Gmail provides this option), or keep it in your drafts and just manually click send in the morning.

10. ALWAYS, ALWAYS PROOFREAD!

- Make sure you spell the recipient’s name correctly.
- Read the email out loud if you have to.
- Check grammar and spelling.
- No one is perfect and typos do occur, but too many typos sends a message that you don’t double check your work ... or emails.
- Is the spacing appropriate? Did you use the correct punctuation? Are the commas in appropriate places? Does it seem too aggressive or passive aggressive?
- Did you include the attachment?
- Sometimes, we reread emails so much that we’ve edited it too much so don’t go down the rabbit hole, but just make sure you proofread it before sending it.



I worked at NASA Johnson Space Center in 2012 as a senior in high school. It is there where I learned how to properly send emails, and no, a guide was not available at that time. I have yet to forget my supervisor sitting me down to discuss my not so formal email that I sent a colleague. Just know, we all have to start somewhere. Hopefully this guide is helpful for you!

For more professional tips, take a scroll through my

Instagram: [@TanishaManning](#).

If you have specific questions, feel free to email me at info@tanishamanning.com.

(I won't judge you if it's not the most professional email).

A large, stylized signature of 'Tanisha Manning' in a light blue, glowing cursive font. The signature is centered and has a soft, ethereal glow around it.