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strategy

Email Tips
and
Strategies #3



Email Tips 3

"The smart coaches know that their team needs daily motivation and practice to stay focused. If a player doesn't get help at training they won't succeed, an employee is the same and they will eventually quit because they are not successful and they lose more deals than they win"

If you get one or two tips out of this list it has been worth your while to read.

Some tips on having more of your emails read on the phone, tablet and computer. Consider using some of these ideas in your next email.

- **Font Size:** Eleven-point size is standard, don't change it. Smaller and larger sizes are read slower.
- **Italics:** Italics is the best tool for emphasizing a word. It's read slower than ordinary and bold text. Don't over-use it, but use it ahead of bold.
- **Underline:** Underlining text is unnecessary and can make it look like you're linking to something. This will only confuse the reader.
- **Bullet Points:** Bullet points are the best tool for adding structure, organisation, and whitespace.
- **Bold:** Use bold for your most important words and points. Whereas italics is used for emphasis, bold should be used to capture attention.
- **Numbering:** Only use numbering if you are asking multiple questions, presenting multiple agenda items, or making multiple points. This will help the reader to keep things organised.
- **Colored Text:** Color can be helpful, but be very conservative with its use. If you present action items, you could label Orange as something the client needs to do for example

Other Tips

- Don't click on attachments or links from people you don't know
- Don't use your email as a filing cabinet. Down load important documents to a file or hard drive.
- Clean up your email data base so you are not sending emails to email addresses that keep bouncing
- Monitor your open rates on bulk email

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