

# Email Etiquette

## EXAMPLE OF WHAT NOT TO DO:

To: [steve-hodge@dfwmarketing.com](mailto:steve-hodge@dfwmarketing.com)  
From: [beerman@yahoo.com](mailto:beerman@yahoo.com)  
Subject: My perfect job!  
Cc: mymom@hotmail.com  
Bcc:  
Attached: resume.doc; cover letter.doc; transcript.doc; future-goals.doc; 25-page essay.doc; family-photos.jpg; my-dog.jpg;

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I AM WRITING TO APPLY FOR THE MARKETING JOB. THANX! ☺

### Email Etiquette Tips:

Because your correspondences say a lot about you, you should be aware of basic email etiquette, called netiquette.

- When possible, be brief – without leaving out necessary details
- Some messages get right to the point... a little too quickly. The writer should spend some time being polite
- Use proper grammar and spelling
- Avoid using shorthand (plz, thanx...)
- 3 words with 14 letters that carry a lot of meaning: please and thank you!
- Address person with Mr. , Mrs., and Dr. when in doubt. If you are replying to a message where the person has used his/her first name, then it is okay to address the message using their name. In the example above, begin your message with Dear Mr. Hodge:
- Positive Tone – come across respectful, friendly, and approachable
- Use emoticons (smiley faces, etc) only with someone with whom you have frequent contact and an informal relationship
- Don't use all uppercase letters – appears as though you are screaming.
- Your email address! What does it say about you? It should be professional. Avoid addresses like [beerman@yahoo.com](mailto:beerman@yahoo.com)
- Don't get too "attached". Limit email attachments and ask permission to send.
- Be careful with your subject line. Be aware of word choices, as some filters will consider your message to be 'spam' and possibly will not send the message.
- If you include a signature line with your emails, be sure that it is professional. Avoid sending quotations. Remove any automatic signatures by Yahoo, AOL, etc.

## YOUR EMAIL SHOULD LOOK LIKE THIS

To: [steve-hodge@dfwmarketing.com](mailto:steve-hodge@dfwmarketing.com)  
From: JohnSmith@yahoo.com  
Subject: John Smith - Application for position #45689  
Cc:  
Bcc:  
Attached: JSmith\_resume.doc ; JSmith\_CoverLetter.doc

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Mr. Hodge,

As per our discussion of April 26<sup>th</sup> regarding the Marketing position (req. #45689) with Miller and Miller Consulting. I am attaching my cover letter and resume for your perusal. Please let me know if you have any questions. I thank you for your help and look forward to talking again soon.

Sincerely,  
John Smith