

Video Transcript: "Writing an Effective Business Email"

<https://youtu.be/amJZXjxnhTI>

SPEAKER_1: For the past few decades email has been a cornerstone of business communication. And over that time, it's developed a unique style and structure. All business emails should be direct, clear, and easy to read. The formality of your writing, however, can vary depending on your company, your readers, subject matter, or other factors.

No matter what you're writing, remember to stay professional because you lose control of an email once you click send. Emails can be copied and forwarded to others indefinitely, so make sure you choose your words carefully.

When it comes to the subject line, you want it to be brief and descriptive. If it's too vague or rambling you may lose your reader's attention. Every email needs at least one recipient, but if you're including multiple recipients, consider using the CC or Carbon Copy field. This keeps those extra readers in the loop without requiring them to respond.

Make your greeting brief and friendly and address the recipient by name if you know it. The first name is preferable if you're more familiar with the recipient and you should use their last name if you want to be more formal.

In the body of your email start with your main point so it's easy to find and keep your writing concise and focused on your readers. If you need a response from your readers, include a call to action so they know how to respond. Also, if you've attached a file to your email, be sure to mention it here. As you reach the ending offer a quick farewell such as thanks or sincerely then give your name and contact information.

Writing concise emails is a powerful skill that you can develop through consistent practice. Keep writing and learning, and you'll become a more effective communicator with every email you send.