technical terms is more common in email messages than in business letters. Such shortcuts save time with audiences who will understand the intent. In practicing empathy, however, consider whether the receiver will likely understand the terms used.

- **Use graphic highlighting to add emphasis.** Enumerated or bulleted lists, tables, graphs, pictures, or other images can be either integrated into the content of the email or attached as supporting material.

- **Revise your email before sending.** Even the average email requires at least one pass to ensure that the intended message is clear, concise, and error-free. The number of passes increases depending on the number of people receiving the email and the complexity of the message. Revising for brevity and conciseness is a primary goal for messages that are often read on the run and on mobile devices. Keep to one screen, eliminate redundancies,

and tighten wording. Avoid off-topic material that detracts from the email's single subject, as well as clever or amusing statements that are funny only to the writer.[2] Direct, concise messages sometimes sound impersonal and curt if not revised for goodwill. Question whether a phone call would be more appropriate for the message; a businesslike, yet conversational tone might sound less aggressive or demanding. Revise emails to achieve a similar tone.[3] Use the email spell checker and then proofread onscreen for content and grammatical errors.

5-1c Effective Use of Email

The email message in Figure 5.1 illustrates guidelines for using professional email. The sender begins the email message reminding the receiver of an employment interview. The paragraphs that follow include timely

FIGURE 5.1   GOOD EXAMPLE OF AN EMAIL MESSAGE   Good.

New Message

To: Janna Lu [jl@stein.com]

From: Lonny Winters [lwinters@stein.com]

Subject: Lunch orders for Friday's meeting

Lunchorders2_16.docx

Hi Janna,

You will find the lunch orders for Friday's meeting attached to this message. Please confirm that the caterer, Rose's Deli, can fill the order and deliver it to us before the meeting starts.

The meeting is scheduled to begin at noon in the Bell conference room on the tenth floor. I would like the food to be available for pickup by attendees as they enter the room. I assume the lunches will be delivered in individual brown bags as they were at our previous meeting.

If there is a problem with the delivery, please let me know as soon as possible in case we need to make other arrangements. I will have a check for the lunch available for the delivery person when he or she arrives. Thanks for your help with this and be sure to order a lunch for yourself.

Best,
Lonny

Lonny Winters
Human Resources Manager
Stein, Inc.

- *Provides subject line that is meaningful to reader and writer.*

- *Includes salutation and closing to personalize message.*

- *Conveys short, concise message limited to one idea and one screen.*