

# Mastering Business Email

How to write emails that get read



This is an example from Email 101 by Josh Doody.

Reach me at [josh@joshdoody.com](mailto:josh@joshdoody.com)

[MasteringBusinessEmail.com/email-101](http://MasteringBusinessEmail.com/email-101)

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# Lesson 3: Crafting an effective email body

## Example of Full story to Skimmable layer to Snapshot layer

### Full story

This is a draft that is unorganized and almost completely unformatted, but that has all of the detail needed. The *content* is fine, but the *organization* is sparse.

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**To:** Susie Smith <susie.smith@example.com>, Frank Jones <frank.jones@example.com>, Angela Thompson <angela.thompson@example.com>, Anthony Anderson <anthony.anderson@example.com>

**Subject:** ACME, Corp.—Shopping Cart Project—Tasks for December 15 GoLive

Hi ACME Team

Thanks for your time today. We had a productive meeting and covered a lot of ground.

We need to do three things to get this project live on time. First, we need to confirm that Frank and his team will be finished testing by this Friday—we can't move forward until they finish testing because it would be a waste of time. Second, it's really important that we have all of the data moved over before we go live because users are expecting their history to be there whenever they log in. So Angela's team has to complete the data migration by the end of the day on Monday. Third, Anthony has to finish training all of our administrators and support team on the new system by Monday so they can field questions on the go live date.

If we accomplish all of those things this week, we will be ready for GoLive on December 15.

All the best

Josh

## Skimmable layer

The Skimmable layer adds organization and formatting. The content is almost identical, but it's organized and formatted in a way that makes it skimmable. The reader can get the same information with a quick skim as they would have gotten by reading every word of the Full story above.

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**To:** Susie Smith <susie.smith@example.com>, Frank Jones <frank.jones@example.com>, Angela Thompson <angela.thompson@example.com>, Anthony Anderson <anthony.anderson@example.com>

**Subject:** ACME, Corp.—Shopping Cart Project—Tasks for December 15 GoLive

Hi ACME Team

Thanks for your time today!

### Critical tasks to ensure GoLive on December 15

We need to do three things to get this project live on time:

1. **Frank and his team need to be finished testing by this Friday, December 4.** We can't move forward until they finish testing because we may have to do rework if they find issues.
2. **Angela's team has to complete the data migration by the end of the day on Monday, December 7.** All of the users expect their history to be there whenever they log in, so it's really important that we have all the data moved over before we go live.
3. **Anthony has to finish training all of our administrators and support team on the new system by Friday, December 11.** They need to be prepared to field questions from users on the go live date.

If we accomplish all of those things this week, we will be ready for GoLive on December 15.

All the best

Josh

## Snapshot layer

Finally, the snapshot repurposes the final paragraph of the message in the Skimmable layer. Instead of leaving it as the final paragraph, buried at the bottom, it's moved to the top of the email where it will be visible in the preview pane of most email apps. The signoff is also changed to "Thanks for your time today!" so we're still thanking Susie for her time.

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**To:** Susie Smith <susie.smith@example.com>, Frank Jones <frank.jones@example.com>, Angela Thompson <angela.thompson@example.com>, Anthony Anderson <anthony.anderson@example.com>  
**Subject:** ACME, Corp.—Shopping Cart Project—Tasks for December 15 GoLive

Hi ACME Team

As we discussed in our meeting earlier today, here is what need to do to be ready for GoLive on December 15.

### Critical tasks to ensure GoLive on December 15

We need to do three things to get this project live on time:

1. **Frank and his team need to be finished testing by this Friday, December 4.** We can't move forward until they finish testing because we may have to do rework if they find issues.
2. **Angela's team has to complete the data migration by the end of the day on Monday, December 7.** All of the users expect their history to be there whenever they log in, so it's really important that we have all the data moved over before we go live.
3. **Anthony has to finish training all of our administrators and support team on the new system by Friday, December 11.** They need to be prepared to field questions from users on the go live date.

If we accomplish all of those things this week, we will be ready for GoLive on December 15.

Thanks for your time today!

Josh

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