

Mastering Business Email

How to write emails that get read



These are examples from “Mastering Business Email” by Josh Doody.

Reach me at josh@joshdoody.com

MasteringBusinessEmail.com

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Chapter 3—Creating an effective email body

“First email” (unformatted Lorem ipsum text)

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“Second email” (formatted Lorem ipsum text)

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“Creating the skimmable layer” (“Before”—unformatted)

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.

“Creating the skimmable layer” (“After”—formatted)

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.

Chapter 4—Managing attachments

“Include Next Steps if needed” section

To: Susie Smith <susie.smith@example.com>

Subject: ACME, Corp.—Shopping Cart Project—Design documents

Attachments: DesignRequirements.docx; DesignBudgetAnalysis.xlsx; GettingStarted_TemplateDesign.docx; ACMECorpContactDetails.xlsx

Hi Susie

Thanks for your time earlier today! As we discussed, I’ve attached four documents for your reference:

- **DesignRequirements.docx**—We’ll use this document to capture your design requirements for our project. **Please review and complete this document and return it to me by end of day Wednesday, February 12.**
- **DesignBudgetAnalysis.xlsx**—We’ll use this document to confirm the budget for our project and make sure we don’t need to submit any change orders before we get started.
- **GettingStarted_TemplateDesign.docx**—This document will give you an overview of how we’ll work through our design process starting with a basic template. **Please review this for our next meeting and let me know if you have any questions.**
- **ACMECorpContactDetails.xlsx**—This spreadsheet has all of my team’s contact information on the first tab. **Could you please add your team’s contact information on the "ACMECorp" tab and return the updated spreadsheet to me?**

Next steps

- **Please review and complete the Design Requirements document and return it to me by end of day Wednesday, February 12.**
- **Please add your team’s contact information to the ACMECorpContactDetails spreadsheet and return the updated spreadsheet to me.**

Thanks again for your time today, and please let me know if you have any questions or concerns.

All the best

Josh

Chapter 5—Collaborating in email (if you must)

Example

To: Frank, Angela, Anthony, Design Team

CC: Tom, Project Team

Subject: ACME Corporation—Shopping Cart Project—Final design decisions

Hi Frank, Angela, Anthony, and Design Team

We're just about ready to begin the implementation process for the ACME Corporation Shopping Cart project, but there are a couple more design decisions we need to finalize before we get started. **Would you please reply to this email by adding your comments in line for each of these three decision points?**

Which font size should we use for the main text on the page? Josh—I prefer a larger font because it's more mobile friendly. 14px should work. Janet—I agree with Josh: 14px. Tom—I prefer smaller fonts so we can get more on each page. People on mobile can always zoom if they need to. 12px.

What do you recommend for our Call To Action text at the bottom of the page? Josh—I think we should go with “Send my free quote now”. It implies immediacy and doesn't imply work for the client. Janet—“Get started” sounds good to me. It's shorter and the rest is covered in the copy around the CTA anyway. Tom—I agree with Janet, but I like “Get started now”; more urgency.

Thanks for your time!

Josh

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