



# Mastering Business Email

## Quick-reference guide

### To

- Explicitly addressed
- Have specific action items or questions

### CC

- Need to be in the loop
- No specific action items

### BCC

- Informed, not involved
- Can reply-all (forward instead if this is bad)

### Subject

- Fewer than 90 characters
- Clear, concise, specific
- Client name—Project name—Topic

### Attachments

- Each listed by name and described
- Each has action items listed if needed
- Summarize next steps if needed

### Body

#### Greeting

- Explicitly address everyone in To field if possible

#### Signoff

- Include an offer to assist
- Actual signoff or goodbye

#### Signature

- First and last name
- Email address
- Phone number
- Job title
- Company name

### Write the Full Story

- All details, background, and other information needed for everyone on the email thread
- Make a few passes and edit this down as the first draft tends to be long

### Then turn the Full Story into the Skimmable Layer

- Include **bolded** section headings for clearly defined topics
- Identify lists—use numbered lists when order matters; use bulleted lists when it doesn't
- For each listed item, **bold** the subject and lead with the responsible person's name

### Add the Snapshot Layer

- One- or two-paragraph summary at the top of the email
- Will often be shown in the preview pane for many mail apps
- Is often the final paragraph of the Full story—just cut-and-paste to the top