

# Alison\*s Art, Inc.

## MARKETING BYTES

### BUSINESS ISSUES . . . EVERY BYTE COUNTS!

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## BUSINESS ISSUE #29

### BUSINESS R.A.T.S. Part 5: A Guide to Business E-mail Etiquette

E-mail has become a primary means of business communication. It has surpassed the telephone in convenience and has resulted in becoming what the telephone was before the advent of e-mail; in many instances, it has turned phone conversations into the equivalent of in-person meetings. It has made in-person meetings into special events.

I find that I now send e-mails to make phone appointments and meet in person much less. But let me not get off the topic of e-mail etiquette. Please take notes; there will be a test after you read this issue. But I will not be grading it; the people you e-mail will.

Do you remember learning to drive? You had to take a written test and then a road test; well, I think it would help to institute a similar system for using e-mail. Let's consider these rules preparation for our road test. Here is *A Guide to Business E-mail Etiquette*:

1. Establish your business e-mail identity with a POP e-mail address.
2. Ask permission before including someone in regular mailings.
3. When e-mailing a group of people, hide addresses in BCC; do not send TO or CC.
4. Keep e-mails short and concise with bulleted points rather than long-running copy.
5. Limit the number of times you e-mail people; guidelines vary with situations.
6. Limit the size and type of attachments to what others can and prefer to open.
7. Avoid signatures with smiley faces and images that show up as attachments.
8. Do not send personal or spam mail to business addresses without permission.

Remember, e-mail etiquette is a reflection of your professionalism. It speaks volumes about your business and is often one of the first means of communication with prospective clients. So take care in how you do it. Good luck; the world will be watching!

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