

Boost Your Convincing Powers in Your Email

The email is the most conventional form of communication for collaboration, campaign, or business purposes. To effectively apply your “convincing powers” in your email, pay attention to the following:



Subject Line

Ensure the subject line is brief yet direct enough for your recipient to understand the subject.



✓ “E-Mail Support Inquiry”

This is an example of a targeted and informative subject line. By doing this, your recipient will have an idea of what your email is all about.

- ✗ [Blank]
- ✗ “Important! Read ASAP”
- ✗ “Quick Question”



Message Body

The message body is the most important part in your email. Here’s how you can make your e-mail sound friendly in a professional manner:



When agreeing to a subject

✗ “Fine. The meeting is at 9:00 in the morning. We will see you there.”

✓ “Sure. We’ll see you tomorrow at 9:00 in the morning.”

When correcting someone

✗ “No. The conference will be held in Wisconsin.”

✓ “The conference will be held in Wisconsin.”

Sender: “Your pitch is quite off the trend now. So I have to reject it.”

✗ “Actually, that’s the most-searched topic on the Internet today!”

✓ “I see your point. I made that pitch as it’s the most-searched topic today.”

When asking for something urgent

✗ “Could you send me your pitch ASAP?”

✓ “Please send your pitch until Tuesday.”

✗ “Please send me your work so I can double-check for errors to avoid disappointing our clients.”

✓ Please send your work so we can double-check the details before sending it to the clients.”

When expressing “intense” feeling or reaction

✗ “Great!!! I can’t wait to see the turnout of our collaboration!!!”

✓ “Great! I’m looking forward to the progress of our collaboration.”

When thanking someone

✗ “Thanks for accepting my guest post request!”

✓ “Thank you for accepting my request to guest post!”



Additional Tips

- Include your social media links to let them know where to find you online.
- Write your recipient’s full name in the message.
- Identify your addressee.
- Focus on your purpose.
- Include links (if necessary).
- Proofread your work before sending.
- Follow-up after 2-3 days of no response.



Sources:

BB Direct, Jerz’s Literacy Weblog, The Muse, Career Addict, Hubspot, Outsource-Philippines



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