

# CHANGE MASTERS® E-MAIL TIPS

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Use email in a way that has more of the good and less of the bad!

1. **TO:** Send only to the people who need to know or act.
2. **CC:** Be selective (when in doubt, don't) with conclusions only
3. **Subject:** Be clear on topic (purpose and action required) with only one topic per email
4. **Body:** Be clear, concise and friendly; make a connection
5. Use appropriate punctuation and spelling – it counts
6. Read your email out loud to “hear what they read” before you hit [SEND]
7. No angry “e-missiles” – they will haunt you for years!
8. If more than 100 words, use attachment and brief email summary statement
9. Use rules to manage your inbox
10. After three e-mail exchanges – pick up the phone!