

Keep it Short

What is this email about?

Why does it matter to me?

What do I need to do next?

Great to see you today. Let's schedule the follow-up meeting we discussed.

Does next **Monday at 10:30 a.m.** work?

Let's discuss:

- media resources
- messaging options
- draft timeline

Thanks.

- ✓ 100 words or less
- ✓ Focus on the essentials
- ✓ Grade or middle school reading level

Get Organized

What action needs to be taken?

What is my recommendation?

Did I include only relevant content?

Hi Alex,

We need a **final decision by Friday** on renewing our IT vendor.

We have reviewed proposal from three firms, including our current IT partner.

I recommend that we switch to Globex.

They offer three advantages:

- a savings of \$300 per month
- better scope of services
- faster average response times

If you would like to review proposals from the other two firms, they are stored here.

- ✓ Prompt your reader to take action
- ✓ Organize with bullets or tables

Make it Skimmable

White space is easy on the eyes.

Make your headers work hard.

Use formatting to guide the reader.

Ready to select your benefits for next year?

Open Enrollment: November 18-30

Every employee must choose or decline coverage using the [Benefits Enrollment site](#).

Six categories of benefits are offered

- Medical
- Dental
- Vision
- Life
- Retirement
- Wellness Program (new)

The choices you select will take effect on January 1.

- ✓ Use bold font or bullets to highlight key content (but don't overdo the fancy formatting)
- ✓ Add links or attachments for additional information