



To... | Are you sending to the right recipient?

Cc... | Are all cc addresses appropriate?

Bcc... | Is anyone inadvertently excluded? Included?

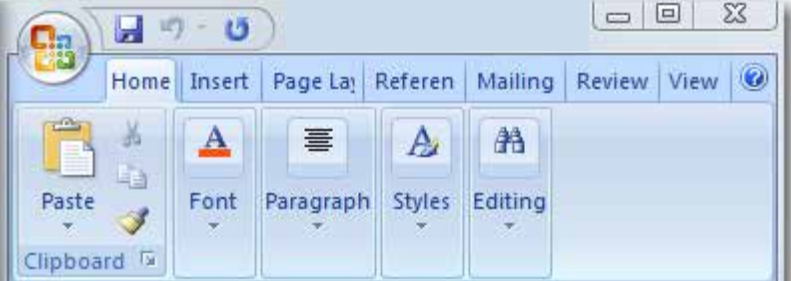
Subject: | Is the subject accurate in terms of content?

Do you have a proper **salutation**? Is the person's name spelled correctly?

1. Is your page layout crisp and readable?
2. Have you used a san serif font?
3. Make sure to reread, to ensure complete sentences and proper tone.
4. If the message is especially important, take time to read aloud and edit appropriately.

Is your closing signature in keeping with your level of familiarity?

Does your signature have all needed contact information and links? Have you verified all links and confirmed they work?



HANDY REFERENCE FOR BETTER BUSINESS EMAIL

- Have you run spell and grammar check?
- Is your email being sent in anger as a complaint or a criticism? If so, have you waited a reasonable amount of time? Is it still appropriate to send?
- Do want to mark your email as a priority? Is this necessary?
- Have you asked for a confirmation? Is one necessary?
- If forwarding an email, do you have consent to do so?
- Last question – Is my email truly necessary?