



Email Etiquette Guide

From: Suzanne Sanchez

Sent: Wednesday, August 30, 2017 11:37 PM

To: Smith, John

CC: _____

BCC: _____

Subject: Request for Letter of Recommendation

You will not get an immediate reply if sent outside of "normal business hours" (**Monday – Friday, 9am-5pm**). Wait at least 24 hours for a reply and keep in mind **potential time differences**.

Check **CC** and **BCC** lines to ensure you are sending it to appropriate recipients. Don't forget to 'reply all' where appropriate.

Clear & relevant subject line

Dear **Dr.** Smith,

A nice greeting sets a good tone

Identify yourself

Address people properly, **Dr., Professor** etc.

Hope this message finds you well. My name is Suzanne, a former student and one of your advisees in the Digital, Social and E-Commerce Marketing course last Fall. I have decided to pursue an internship abroad in London. I was wondering if we could meet to discuss if you would be willing to write an academic letter of reference for me.

Identify reason for writing

My schedule is flexible, so let me know when would be best to meet with you during your office hours or if I can provide you with any further information.

Include times

When making a request, check if there is anything else you can provide or do

I greatly appreciate you taking the time to assist me with this opportunity and look forward to hearing from you!

Include a sincere goodbye. "!" are appropriate as long as they aren't excessive

Best,

Suzanne Sanchez

University | 123-456-7890 | ssanchez@university.edu

Make sure signatures are concise and **include contact info**



Tips:

- Texting and instant messaging are popular forms of communication, but please format your e-mails following appropriate grammar and punctuation guidelines as it is a professional communication and often your first impression to a contact.
- Avoid sending a blank email body with an attachment. Always look to include information on the document you are sending.
- Emojis are cute, but do not belong in professional communication. They may be used eventually once you have built rapport with an individual.
- Address e-mails using the appropriate title and last name until a contact gives you permission or closes an e-mail with their first name only.
- Have a friend or mentor proofread your e-mail when possible. Tone and meaning can come across very differently via written word.
- Avoid **bold**, underline, ALL CAPITALS.
- "Please" and "Thank you" goes a long way!

Questions to ask yourself:

- Is this concise and to the point?
- Did I spell everything correctly?
- Did I use appropriate grammar?
- Is all relevant information included?
- How is my tone?