

Email Manifesto

Axiom #1: An email should have one clear subject.

Axiom #2: Emails should be simple to respond to and to dismiss when completed.

Axiom #3: When an email “conversation” takes a U-turn into new territory, a new subject line is in order.

Axiom #4: Need to arrange for an in-person meeting? Suggest several possible meeting times in the **FIRST** email communication.

- If the person has a secretary, include them in the meeting request.
- If there are several people involved, use a Doodle.

Axiom #5: If you want the recipient to take additional action outside their normal routine, make it as easy as possible for them to do so.

- Don't place the text of the message within an attached document if it can be pasted into the body of the email.
- Include an easy-to-share blurb and link to website for more information for events, in particular.
- Don't link to files on drives that are only available on-site.

Axiom #6: If the message contains a lot of information, make required actions clear (bold them or use another color of text).

- Use phrasing like “**What I need from you is ...**”
- Consider placing the actions at the beginning of the email, followed by the rationale.

Axiom #7: There's **nothing** wrong with a short email message or response – don't take offense when you get one. The important thing is that the recipient took the time to read and respond. Lots of emails get answered from a very tiny keyboard or touch-keyboard.

Axiom #8: Because it's difficult to read voice inflection, facial expressions, or body language from an email, consider **using** emoticons or expressions to convey these emotions.

- Perhaps this is a jestful comment: **Are you kidding me? ;-)**
- Perhaps it makes you sad: **Are you kidding me? :-)**
- Perhaps it makes you angry: **Are you kidding me? <fuming>**
- Perhaps you are sympathizing: **Are you kidding me? <hug>**