14 Rules of Writing Business E-Mails
www.all-rules.com

1. **Be accurate**
   - The information you give must be true and precise. Verify all the information, every character and figure.
2. **Be brief**
   - Capture attention. Choose the most significant and important benefit to the receiver and write it in short paragraph.
3. **Be punctual**
   - Exclude bad grammar, misprints and misspellings. Recheck your letter.
4. **Be understandable**
   - Say about your offer step-by-step. Help realize the benefit from your proposal.
5. **Be simple**
   - Use the words recipient understand. Use the everyday language.
6. **Put yourself in their place.**
   - Get recipients know that you are understand him. “I know you are very busy, so I’ll get right to the point.”
7. **Be honest**
   - Do not lie. Be honest and upstanding. Build your partnership on trust.
8. **Write a letter, not the ad**
   - Be careful. If your e-mail is like a spam recipient will delete it.
9. **Do not hurry**
   - After you finished your e-mail wait a day and reread it. Show it to your colleagues. Be sure that your e-mail is perfect.
10. **Make your signature block**
    - Write your full name, title, company, phones, fax, address, website.
11. **Pay attention to the subject**
    - The subject must attract the attention of reader and make him interested. Say in subject about main benefit you offer.
12. **Check all the links**
    - Be sure that the links in your e-mail are “alive”.
13. **Be careful with attach or pics**
    - Think two times before using the attachement or pictures in your first e-mail.
14. **Be different**
    - Try to find your own style. Don’t be like the others. Make them interested in your offer.