

Email Preparation Template

How to communicate effectively with email to get results

To: Only address it to the person(s) to which the action is directed

Cc: Minimum number of people who need to be aware of the information but have no action

Subject: Action and Content Description *(Tell them what to do with the email)*

Email Body - 4 sections:

Central Message: The Specific Action you need them to take *(Tell them what to do after reading the email)*

Summarise the 3 supporting messages (1-2 lines maximum per item)

1...

2...

3...

(Tell them the summary of the information in 3 easy to digest chunks)

Give them as much detail as required to justify both the central message and the 3 supporting points.

(Tell them all the supporting detail they need to know)

Thanks and Takeaway to close. Remember you are asking them to do something so some respectful appreciation is always welcome and it also doesn't hurt to remind them of the action (Central Message) to close the email. *(Tell them again what to do after reading the email)*