

Brilliant Email – Email Etiquette Checklist

Recipients are far more likely to respond to emails which are easy to read and indicate clearly what is expected of them. Use this checklist to score the clarity of your email and establish how well it will be received by the recipient.

Scoring: 1= Poor **2=** OK but could be improved **3=** Brilliant – fully meets the criteria

	Aspect	Criteria	Score
1	Subject line	Does the subject-line reflect the content of the email and if action is required, by when?	
2	Tone	Is it professional and business like without being cold and distant?	
3	Grammar and spelling	Are there any spelling or grammatical errors?	
4	Structure and layout	Have you stated the key facts at the start and separated each new topic/point?	
5	Wording	Is it written in plain clear English and free of jargon and text-speak?	
6	Font	Have you used a consistent business-like font and colour?	
7	Call to action	Does the email explain clearly what the recipient needs to do next?	
		Total	

Interpreting your score

7 – poor – don't be surprised if there is either no response from the recipient or they fail to notice your email. Go and read Part 3 of *Brilliant Email*.

8 to 14 – OK but there is room for improvement – go back and read Part 3 of *Brilliant Email*.

15 to 21 – You are on your way to writing brilliant emails which should be read (and, as appropriate, dealt with) promptly.

For more help with your email etiquette either read *Brilliant Email* by Monica Seeley.

Alternatively, come to one of our **Brilliant Email Master Classes**. For more information see either www.mesmo.co.uk or www.brilliant-email.com or contact Susan Oakes by email: susan@mesmo.co.uk and phone: +44 (0)1202 43 43 40