

EMAIL IMPRESSION – summary results of the October 2010 survey

What do the following aspects of an email tell you about the sender?

	Very professional	Professional	Neutral	Not professional	Sloppy
Using smiley icons	0%	2%	23%	68%	7%
'Hi' as a greeting	2%	11%	59%	28%	0%
'Dear' as a greeting	26%	40%	28%	4%	2%
'Name only' as a greeting (eg Jane/John)	6%	27%	51%	14%	2%
No greeting	0%	5%	32%	36%	27%
Spelling mistakes	0%	0%	0%	21%	79%
Poor grammar (eg split infinitives)	0%	0%	9%	29%	62%
Signing off with 'Cheers'	0%	2%	30%	55%	13%
Signing off with 'Kind regards'/'best wishes'	20%	47%	26%	5%	2%
No sign off	2%	6%	24%	43%	25%
Logos in the signature blocks	17%	24%	45%	7%	7%
Marketing strap-lines	11%	22%	45%	18%	4%

How did you score? Remember you only have five seconds to impress the recipient.

To find ways to create a more professional image and make sure you stay ahead of the competition, either buy a copy of '**Brilliant Email**', by Monica Seeley or attend one of our **Smart Email Management Classes**?

For more information, see www.brilliant-email.com or www.mesmo.co.uk or contact us either by email – susan@mesmo.co.uk or telephone +44 (0)1202 43 43 40.