

NEW LEVEL PARTNERS

Email Essentials: Make Your Business Communication Impactful!

Nancy Langton

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Agenda

- ✓ Create and send emails that result in a desired outcome.
- ✓ Ensure that your writing is action-forward communication.
- ✓ Tips, techniques and words to avoid.

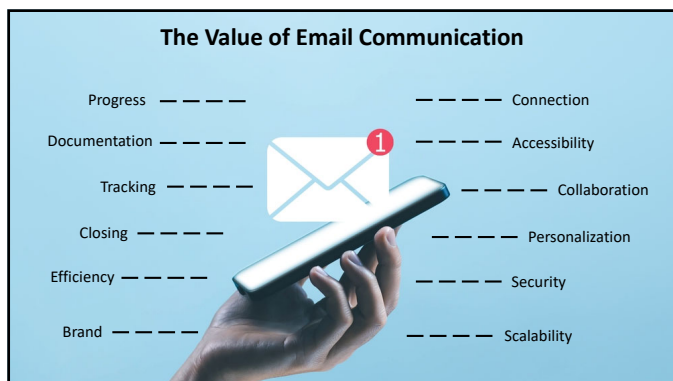
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We All...

- Want Credibility
- Want our Messages Understood
- Want Positive Relationships



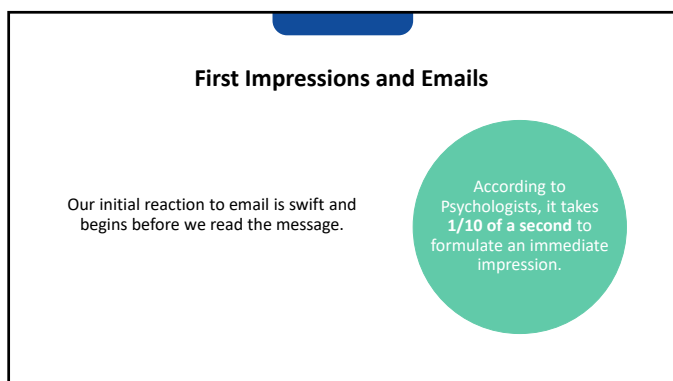
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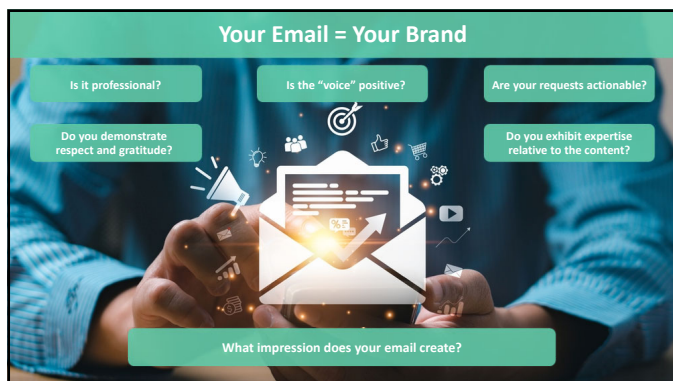
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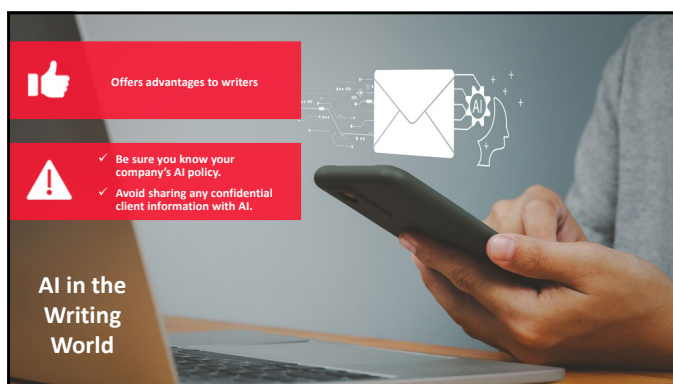
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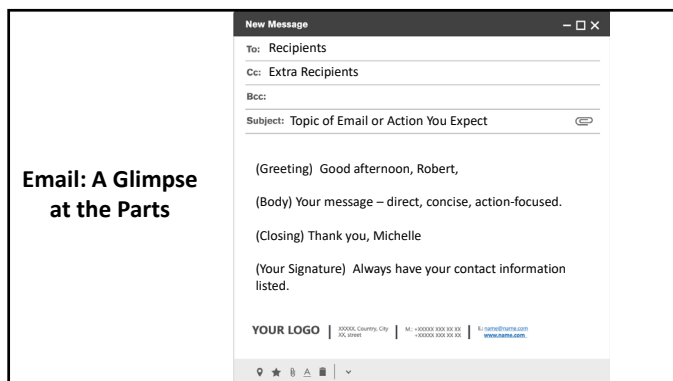
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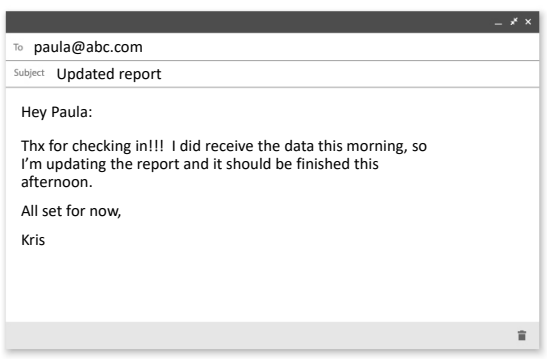


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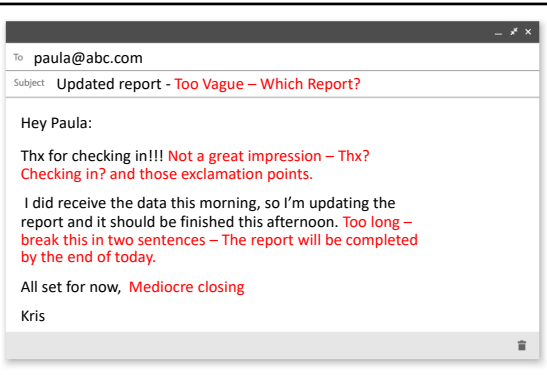
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Sample Email



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Sample Email

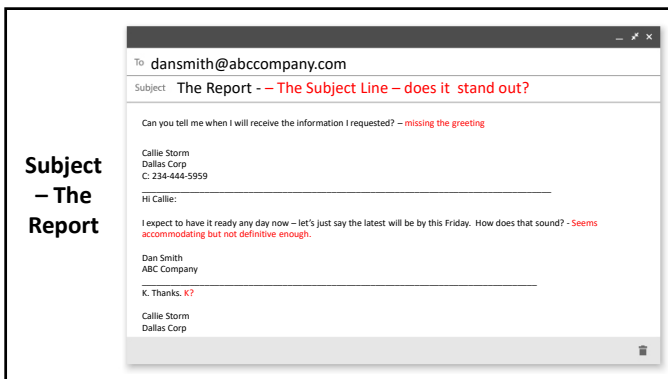


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Subject - The Report

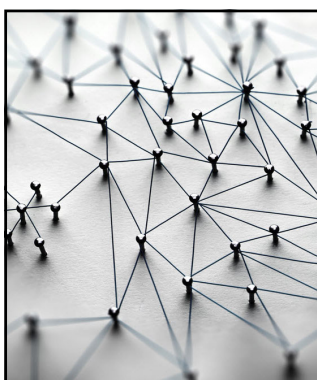


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**Subject
- The
Report**

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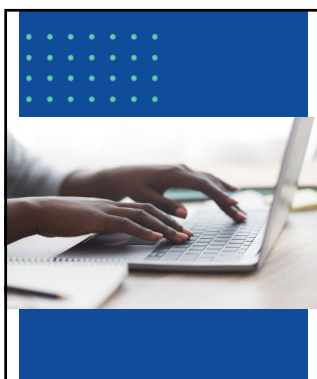


**According to Fast
Company Magazine**

Essential Communication Skills:

1. Respect
2. Active Listening
3. Positive Body Language
4. Asking Questions
5. Email Etiquette
6. Open-mindedness
7. Give/Take Feedback

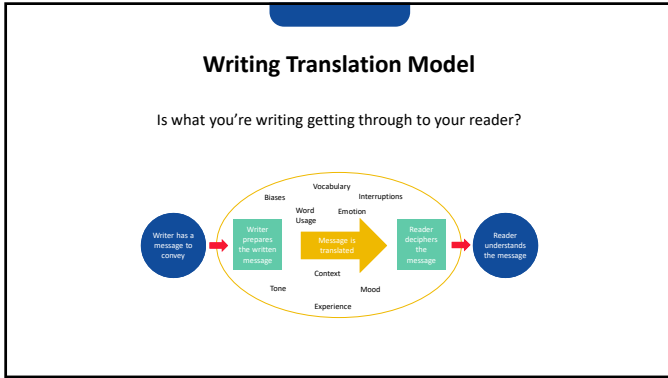
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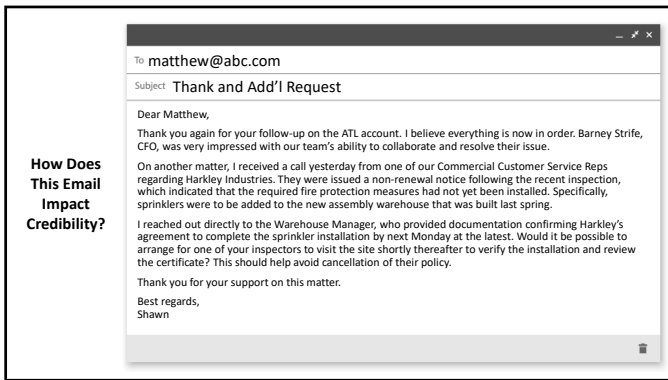
The Basics of Business Writing

- Clear
- Concise
- Concrete
- Correct
- Considerate
- Courteous
- Complete

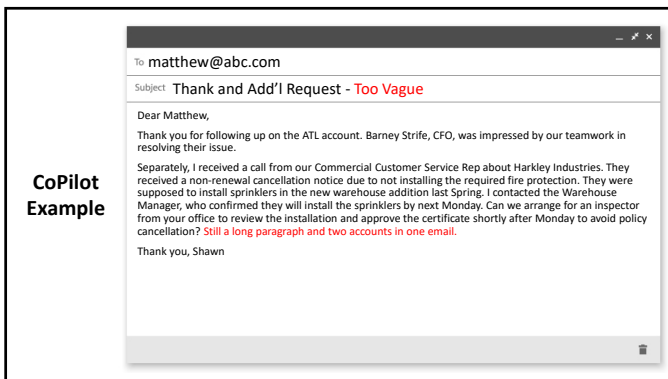
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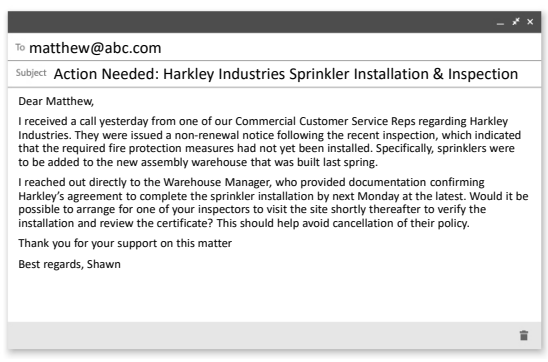


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ChatGPT Example

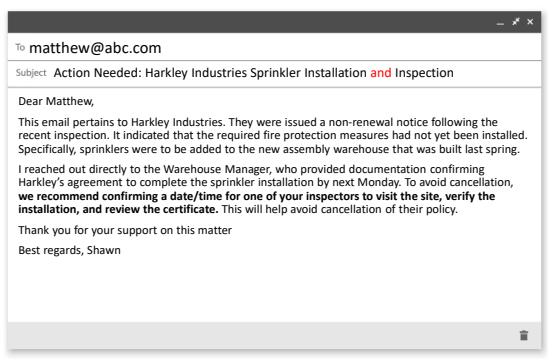


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Further Simplified

Specific subject line.

Shortened by 30% and target action forward.



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Issues With Poorly Written Emails

- ✓ Compliance especially if mixing two accounts on one email.
- ✓ All emails may be evidence for claims defense.
- ✓ Too personal may be misinterpreted.



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Make it easy for the reader.


- It's all about the "Preview Window!"
- What is the "reading tolerance level" of your reader?
- Be kind: Make it easy for the reader
- Get into the mindset of your reader!
- No one likes to scroll a long email on their phone!



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Email Top 4 Musts!

- 1 Use a descriptive subject line.
- 2 Impactful first sentence.
- 3 Keep the message brief and direct.
- 4 Actionable Close!



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Descriptive Subject Lines

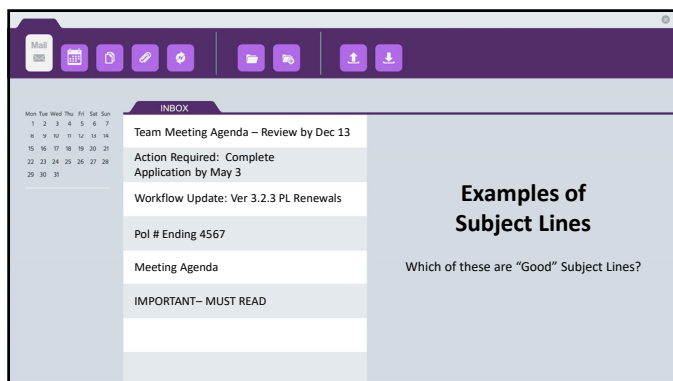
The goals of the subject line:

- Increase the open rate – make your email get attention!
- Set an expectation of the email's purpose
- Help the reader save time
- Build Credibility

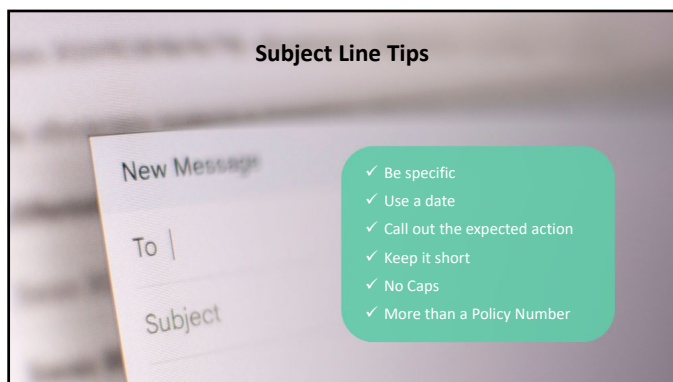
Good Subject Lines Work – specific, actionable, and aligns the content.

Bad Subject Lines Fail – lack clarity, professionalism, and purpose.

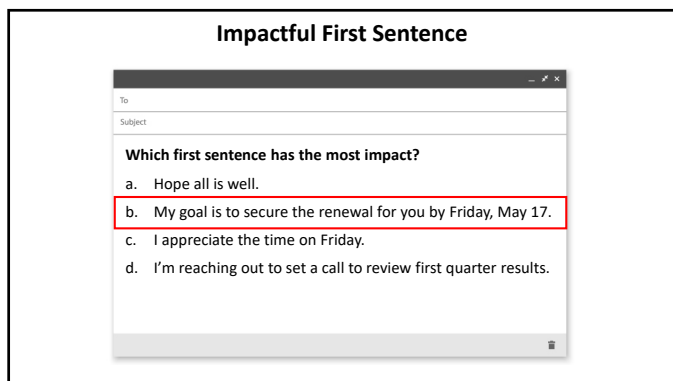
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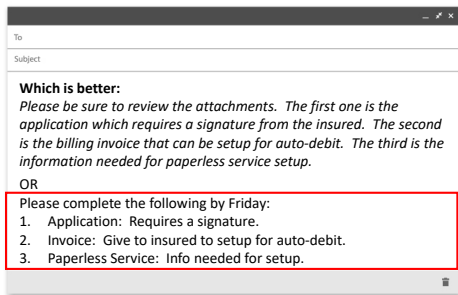


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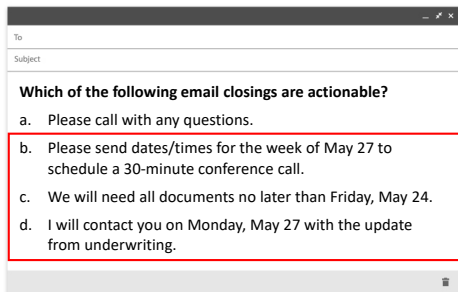
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Brief and Direct



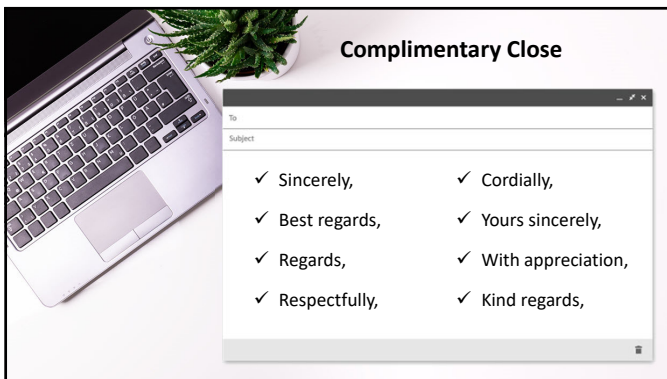
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Actionable Close



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Complimentary Close



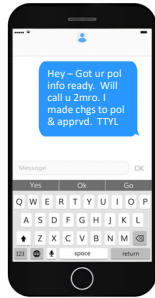
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This Email Needs Your Help!

- ✓ Review the email with a partner.
- ✓ No need to rewrite the entire email.
- ✓ Cite how you can make this email more impactful

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Has Texting Gone Too Far?



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Writing with MAPS

- ✓ **Message:** What is it?
- ✓ **Audience:** Who is receiving the message?
- ✓ **Purpose:** Why are you writing?
- ✓ **Sequence:** How do I structure my message?



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What Types of Statements Would Be Best to Avoid?

Instead

- "I was just checking in...." → "The reason I am reaching out...."
- "I was wondering (I was hoping) if" → "Please share an update with me...."
- "I have the whole day open." → "Would any of these timeslots work?"
- "How do you feel about this so far?" → "Based on our discussion, it would make sense to move ahead with"
- "What do you think?" → "I will send you a quote (proposal) for review to move this ahead."

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Closing Lines

A good closing line restates the purpose of the email and leaves the reader with a concrete explanation of why the email was sent. It defines the action to be taken in the future.

Avoid!!!!
 "Please don't hesitate to call."
 "Please advise."

Just say:
 "Please call me with any questions."

Sample Closings:

- ✓ I look forward to your reply.
- ✓ Please send requested info by December 10.
- ✓ Thank you for your assistance. I will be back in touch by Friday.
- ✓ If you require any further information, please contact me.
- ✓ I would appreciate your immediate attention to this matter.


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Comprehension of Sentences

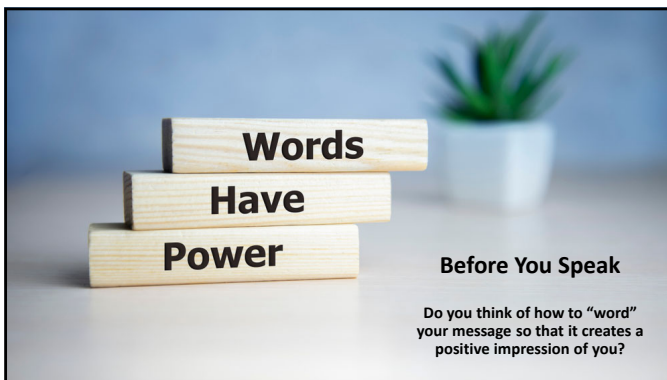
Sentence Length (in Words)	Percentage of People Who Understand
0 to 8	100%
9 to 15	90%
16 to 19	80%
20 to 28	50%

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Flesch Reading Ease			
Score	Grade	Avg. Words Per Sentence	Syllables Per 100 words
90 - 100	5	8	123
80 - 90	6	11	131
70 - 80	7	14	139
60 - 70	8 - 9	17	147
50 - 60	10 - 12	21	155
30 - 50	College	25	167
0 - 30	College Grad	29	192

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How Do You Deliver a Difficult or Negative Message

When you have to say NO!

"Unfortunately, we cannot reinstate the policy as it was actually cancelled for non-pay."

"Honestly, the risk a challenge. I think the obstacles are caused mainly by the coastal location. Hopefully, the relationship we have with a specialized surplus lines partner will provide a solution."

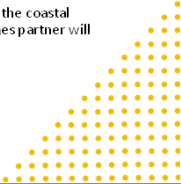
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How Do You Deliver a Difficult or Negative Message

What if we removed:

"Unfortunately, we cannot reinstate the policy as it was **actually** cancelled for non-pay."

"Honestly, the risk a challenge. **I think** the obstacles are caused mainly by the coastal location. **Hopefully**, the relationship we have with a specialized surplus lines partner will provide a solution."



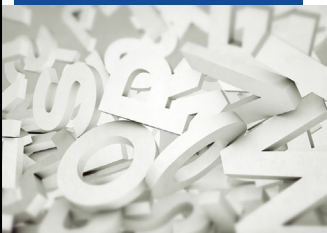
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Soften the Message

We insert words to "soften" the message whereas these words create an impression:

Starting with **Unfortunately** – the listener will know that it's bad news. Then, they focus on "their" response to the bad news rather than "what" you are doing to help them.

Words like "**hopefully**" and "**I think**" may reduce the amount of confidence you are exhibiting. Therefore, this may harm your credibility as someone who is not definitive.



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The Impression of Negative Words

Negative Words			
Unfortunately	Disagree	Unclear	Maybe
Hope	Hopefully	I'm Not Sure	Perhaps
Ridiculous	Senseless	Unfair	Honestly
Unrealistic	I Don't Know	Actually	I'm Sorry

Other Confidence Interrupter Statements
"I think..."
"I just..."
"I believe..."

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The Power of Positive Words

Positive Words			
Appealing	Appropriate	Appreciate	Comprehensive
Convenient	A Full Picture...	Make This Easy!	Great
Thanks!	Genuine	Guarantee	Good News
Improve	Increase	No Problem!	Legitimate
You Will Like...	Solve	Save Time	Progress
New	Protect...	Solution	Peace of Mind
Positive	Promise	Proven	Reduce Risk...
Of Course	Results	Safe	Save
Financial Security	Simplify	Straightforward	Tested
Yes I Can...	Unique	Versatile	Upside

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Your Assignment – Rewrite to a Positive Statement

Take a few minutes to rewrite your assigned sentence below. Raise your hand when you have finished.

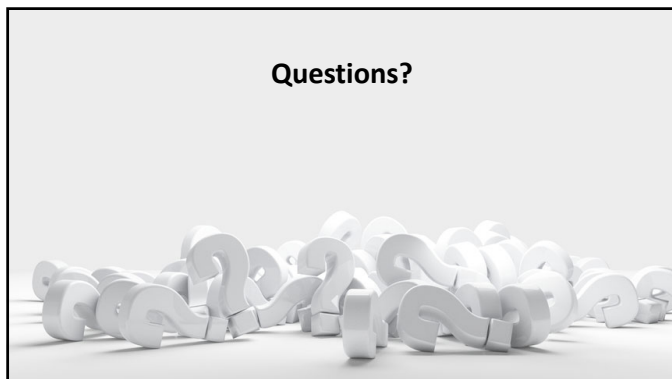
- 1** "Well, unfortunately, your loss history last year was problematic; therefore, I am sorry to tell you that we will see a significant rate increase. The company you acquired has numerous risk concerns.
- 2** "Hopefully, we will be able to compete with the latest quote you have from another insurance company. Honestly, I am surprised that you went shopping without calling me first."
- 3** "Actually, we did discuss this already in our last meeting. Honestly, this is the best we can offer given that your son had three accidents over the past year."

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Summary

- ✓ Use a descriptive subject line.
- ✓ Impactful first sentence.
- ✓ Keep the message brief and direct.
- ✓ Positive and persuasive wording.
- ✓ Actionable Close!

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