

Crafting Effective Email Messages Checklist

Subject line	<input type="checkbox"/> Specific and accurate, offers immediate understanding of what information is contained in the message. <input type="checkbox"/> Follows specific guidelines in syllabus and best practices described in textbook. <input type="checkbox"/> Allows recipient to easily file and retrieve the message. <input type="checkbox"/> Sender and recipient information is correct
Message	<input type="checkbox"/> Contains an appropriate opening salutation <input type="checkbox"/> Introductory statement/paragraph clearly states a purpose and provides context <input type="checkbox"/> Message is complete, but as brief as it can be; it does not offer extraneous information, but does not leave gaps for the reader, either. <input type="checkbox"/> Concluding statement/paragraph clearly indicates the action the recipient should take, including dates <input type="checkbox"/> Concluding statement/paragraph extends an invitation for follow up if appropriate <input type="checkbox"/> Signature line is short and complete (complementary close & typed personal signature).
Format	<input type="checkbox"/> Layout of the email makes the message easy to scan. <input type="checkbox"/> Block paragraphs are used. <input type="checkbox"/> Paragraphs delineated via white space <input type="checkbox"/> All characters display correctly. <input type="checkbox"/> Unnecessary/distracting formatting features are absent (wallpaper, etc.). <input type="checkbox"/> Signature block is visually condensed and delimited in a way that immediately identifies it from the 'signature line'
Grammar, usage, and style	<input type="checkbox"/> Grammar, usage, and style enhance the reader's understanding of the message. <input type="checkbox"/> Email evidences no errors in grammar and usage. <input type="checkbox"/> Style is of the appropriate level of formality for the communicative situation. <input type="checkbox"/> Tone conveys a positive approach
Other considerations	<input type="checkbox"/> YES <input type="checkbox"/> NO Should anyone be included in the conversation via cc line? <input type="checkbox"/> YES <input type="checkbox"/> NO Should anyone be made aware of the information via bcc line? <input type="checkbox"/> YES <input type="checkbox"/> NO If this is a reply, how much of the original message should be kept? <input type="checkbox"/> YES <input type="checkbox"/> NO If files are attached, is a context statement provided and considered size and file formats? <input type="checkbox"/> YES <input type="checkbox"/> NO Does the message require a read or delivery receipt?