Affirmations & Reflections: Professional Email

Bonus material for uniquestoremarket.com's "How to Write a Professional Email That Gets a Reply" guide. A handout to keep nearby while you rewrite your emails, or to read one per day.

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1 **I write emails that are easy to answer, not emails that sound clever.**
Reflection: Which email did I send this week that was hard for the reader to answer, and why?

2 **My subject line lets someone decide, without opening it, what this is and when it needs them.**
Reflection: Could I act on my last ten subject lines without opening the messages?

3 **I put the useful words first, because phones cut subjects off around 35–45 characters.**
Reflection: What is the first thing a phone would show of my next subject line?

4 **I keep "URGENT" for things that are, so it still works.**
Reflection: When did I last mark something urgent that was not?

5 **I start with the point, not with a run-up to it.**
Reflection: What would be left of my last email if I deleted its first sentence?

6 **Warmth in my email is specific enough to be true.**
Reflection: Is the warm line in my latest draft something only I could have written to this person?

7 **One email gets one ask, or a short numbered list where each item has an owner.**
Reflection: Did the last email I sent with several questions get all of them answered?

8 **Every ask I write says what I want, who is doing it, and by when.**
Reflection: Which ask in my sent folder has none of those three?

9 **I state the outcome first when the news is bad, and give one reason.**
Reflection: Is the bad news in my current draft in the first sentence or hiding in the last?

10 **I apologise once, for the specific thing, and then I stop.**
Reflection: Which of my apologies in the last draft added words without adding clarity?

11 **Silence usually means a bad moment, not a no, so I make replying easier.**
Reflection: What ten-second version of my ask could I offer: a yes/no, two options, or a stated default?

12 **I follow up twice at most, then I change channel, ask someone else, or let it go.**
Reflection: Which chase have I sent twice that I should now close?

Full guide: uniquestoremarket.com/write-a-professional-email-that-gets-a-reply