

E-MAIL GEMS

This E-Mail Gems workshop will help you communicate electronically so your readers will see your messages not as “junk” but as “gems” instead!

E-mail has become the new game in town with writers playing by their own rules. Unfortunately, that writing strategy isn’t working. Far too many people equate writing reports or proposals to dressing in a business suit, letters or memos to dresses or slacks/shirts, and e-mail to jeans!

When you hear the term “e-mail,” what one word immediately comes to mind?

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Yes, the word you’ve just written summarizes one of e-mail’s advantages. But for whom?

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Instead, your readers need to be the ones who benefit from the speed of e-mail. However, that speed typically translates into “quick and dirty.” “Quick” writing can be the ultimate in saving time, a commodity some people value even more than money in these hectic times. However, when you link the typically-associated word “dirty,” that’s when the quickness of e-mail can wind up costing you, your organization, and your customers more time than “snail” mail ever did.

Far too often, e-mail has become the screen equivalent of the junk mail that fills our mailboxes at home. When you come home from a busy day at the office to face an evening filled with household chores, family members, church meetings, etc., how do you approach your mail? Those documents you can relate to personally are the ones you will read. The others you mentally classify as “junk” and pitch!

Yes, writing is writing, so many of the techniques used for paper mail apply to e-mail as well. However, developing “**Screen Savvy**” becomes necessary as you adapt your writing to this powerful, ever-growing technology so your messages are viewed as “gems” instead.

These qualities lead to **Screen Savvy** for more gem-like *e-mail messages*:

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|---------|---|----------------------------|---|---|
| Clarity | ➤ | Screen Sense | ➤ | <i>Organized, complete, accurate</i> |
| Carats | ➤ | Screen Streamlining | ➤ | <i>Concise, economical, simple</i> |
| Cut | ➤ | Screen Sensitivity | ➤ | <i>Courteous, caring, positive</i> |
| Color | ➤ | Screen Style | ➤ | <i>Conversational, creative, compelling</i> |
| Facets | ➤ | Screen Scannability | ➤ | <i>Easy to read, follow, understand</i> |



This course will help you convert e-mail junk ◆ to gems! ◆