

Excellent E-mails More Than Etiquette - Results
Al Borowski, MEd, CSP, PP

Key Message # 1 _____

Key Message # 2 _____

A. Organizational Structure

1. **Subject Line**

A. _____

B. _____

C. _____

Key Message # 3 _____

2. **To**

A. _____

B. _____

C. _____

D. _____

3. **CC**

4. **BCC**

5. **Greeting** _____

Key Message # 4 _____

6. **Opening Paragraph - Topic Sentence**

Key Message # 5 _____

Five Jobs of a Topic Sentence

A. _____

B. _____

C. _____

D. _____

E. _____

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7. **Body**

A. **Paragraphs**

Key Message # 6 _____

Key Message # 7 _____

Key Message # 8 _____

8. **Bullets**

A. _____

B. _____

C. _____

Rules for Using Bullets

A. _____

B. _____

C. _____

9. **Headings**

A. _____

B. _____

C. _____

10. **Close**

A. _____

B. _____

10. **Signature File** _____

11. **Attachments** _____

12. **Reading Pane** _____

13. **Auto Spelling** _____

13. **Average _____ Words Per Sentence for Paper _____ for E-mail**

14. **Avoid _____ and _____**

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B. Graphic Structure

1. Plain text versus HTML

Key Message # 9 _____

2. UPPERCASE LETTERS
3. Font
4. Font Size
5. Bold Font
6. Underlining
7. Italics
8. Color
9. Emoticons
10. Abbreviations

Notes