

# Tips for Professional Writing and Email Etiquette

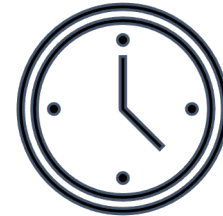
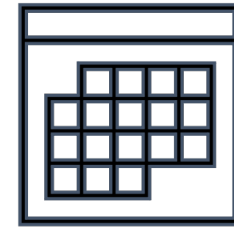
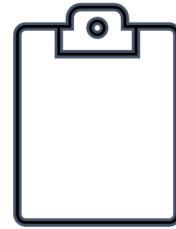
OCTOBER 2021 LUNCH AND LEARN



**DENTECH**  
INDUSTRIAL

# What we're reviewing

- Writing tips
- Grammar tips
- Email formatting
- Timely responses



# Why is this important?

- Professional reputation and credibility of DenTech
- Clear, efficient communication
- Shows that we care about details (timely responses, accurate info)
- Builds trust with customers

# Writing tips

# Writing tips

## 1. Be as clear as possible

- Use shorter sentences
- Break up blocks of text
  - New paragraph for a question
  - Bold or highlight important info
- Focus on just the info the receiver needs
  - Brief emails feel less overwhelming than long emails
- Avoid sarcasm and humor that might not come across in text
- Read your email out loud before you send it, and listen for parts that are confusing

# Writing tips

## 2. Be direct when you need something from the other person

- Put the main question or task in the subject line of the email
- **Bold** or **highlight** tasks or action items in the email
- If your message is time-sensitive, say so
  - “Please let me know by...”

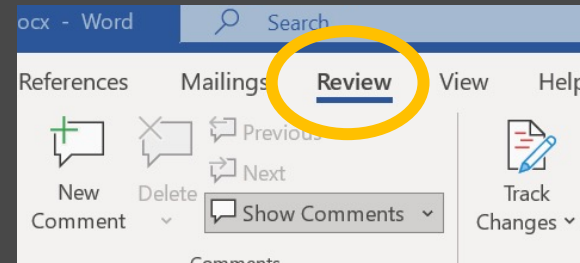
# Writing tips

## 3. Be sure to check details

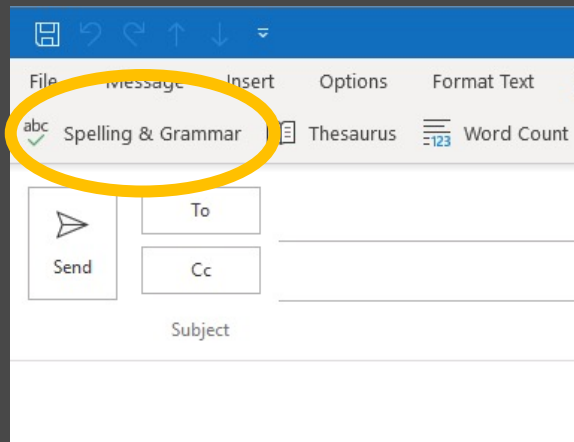
- Use spell check to catch spelling and grammar mistakes
- If you're attaching a file, make sure it's the correct file and version
  - Mention the attachment in the email, so the person knows what you sent
- Check that you're spelling people's names correctly.
  - Don't assume nicknames (Robert may not go by Bob.)

# Wait...where's spell check?

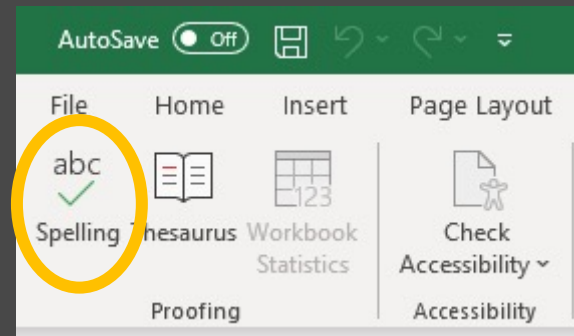
In Microsoft Office applications, click on the Review tab at the top of the screen.



Then spell check is in the top left corner:



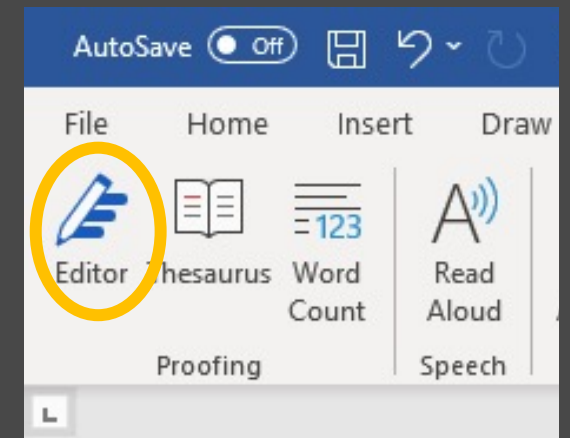
Outlook



Excel



PowerPoint



Word



# Grammar tips

# Grammar tips – Common mix-ups

## There, they're, their

- There: Refers to a location. Has “here” in it. I parked my car over there.
- They're: Means “they are.” They're meeting us for dinner at 6:00.
- Their: Shows possession/ownership. Their dog had to go to the vet yesterday.

# Grammar tips – Common mix-ups

## It's and Its

- It's: Means "it is" or "it has"

It's going to rain today.

It's been raining all day.

- Its: Shows possession/ownership (like hers, his, theirs)

The hardware store is celebrating its 80<sup>th</sup> anniversary.

# Grammar tips – Common mix-ups

## You're and Your

- You're: Means "you are." You're going grocery shopping after work.
- Your: Shows possession/ownership. Your car is due for inspection next month.

# Grammar tips – Common mix-ups

## To, two, too

- To: Shows a relation between words. Usually comes before a noun or verb.
- Two: The number 2.
- Too: Means the same as “also” or used to describe something that is excessive (“too much”).

Take the leftovers to the fridge.

She has to study for final exams.

The project will be done in two days.

I’m meeting them for lunch, too.

We ate too much cake at the party.

# Email formatting

# Email formatting

## The subject line

- Briefly describe what your email is about
- Small adjustments can go a long way
  - Instead of “Quote question”, try:
    - “Question about [Customer] quote”
- If you have a main question you’re asking in the email, consider putting the question directly in the subject line.

# Email formatting

## The greeting

- Formal or casual? Depends on how well you know the person.
  - Co-workers can be more casual
    - Hi,
    - Hey,
  - Someone you don't know that well can be more formal
    - Hello,
    - Good morning,
  - When emailing a group of people:
    - Hi team,
    - Hi everyone,

Note: There should be a comma after the greeting.

- Hi Greg,
- Hi team,



# Email formatting

## The body

The body of the email is the bulk of what you're writing.

Remember the tips from earlier:

1. Be as clear as possible.
2. Be direct when you need something from the other person.
3. Check details: Spelling, punctuation, attachments

# Email formatting

## The closing

- Can be more formal or more casual, depending on your relationship to the person
- Examples:
  - Best regards,
  - Thank you,
  - Thanks,
  - Looking forward to hearing from you.
  - Thank you for your time.
  - Have a great day!
  - Have a great weekend!

Note: There should be a comma after the closing.

**Timely responses**

# Timely responses

When to respond depends on the people you work with and the email topics.

General guidelines:

- Immediately – The email is about an urgent issue
- Within a day – Not urgent but the person needs something from you (answer a question, complete a task)
- Within a week – Email has a specific task or question for you but no specific deadline

Note: If an email asks you to do something that will take some time, it's common courtesy to respond to the person within a day to let them know you're working on their request.

# Timely responses

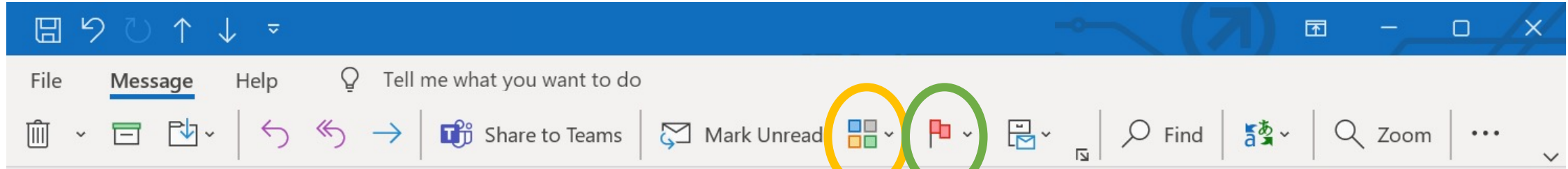
If you aren't responding to an email right after you read it, mark it so you remember to come back to it.

Figure out what workflow works for you

- Outlook
  - Flag the email
  - Color code it
  - Organize folders for follow-ups
  - Add reminders to your calendar
- To do list

# Timely responses

Options at the top of emails in your Inbox:



**Categorize button:** Lets you set categories for each color, and then you can color-code emails in your inbox.

**Flag button:** Lets you assign a day to follow up (today, tomorrow, custom), and you can set a reminder for a specific day and time.

# Timely responses

Sometimes it's better to pick up the phone, rather than send an email

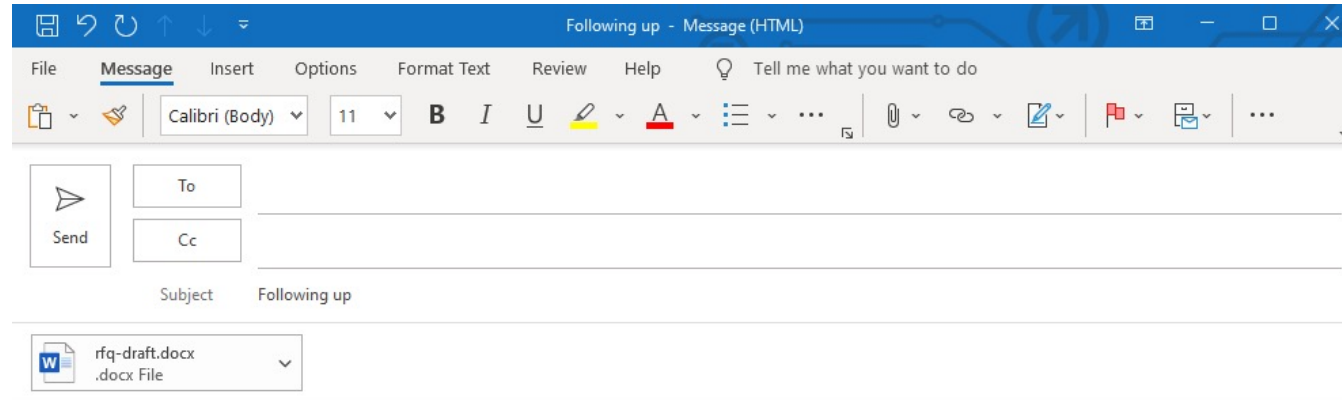
- You need something urgently
- You need to talk through something
- You haven't been able to get a hold of the person over email



**Review**



# What edits will make this email better?



Hi Greg

I read through the RFQ document you sent. Its great, so thank you for putting this together! I left some coments for changes and additions.

Their are some details I'm not sure about, so I'll follow up with the team too get that info.

Please take a look at what I have so far and let me know what you think It might be easier if we had a meeting to talk through this. My schedule is open tomorrow after and Friday morning. What works with you're schedule?

Thank you,  
Derek

# What edits will make this email better?

Hi Greg

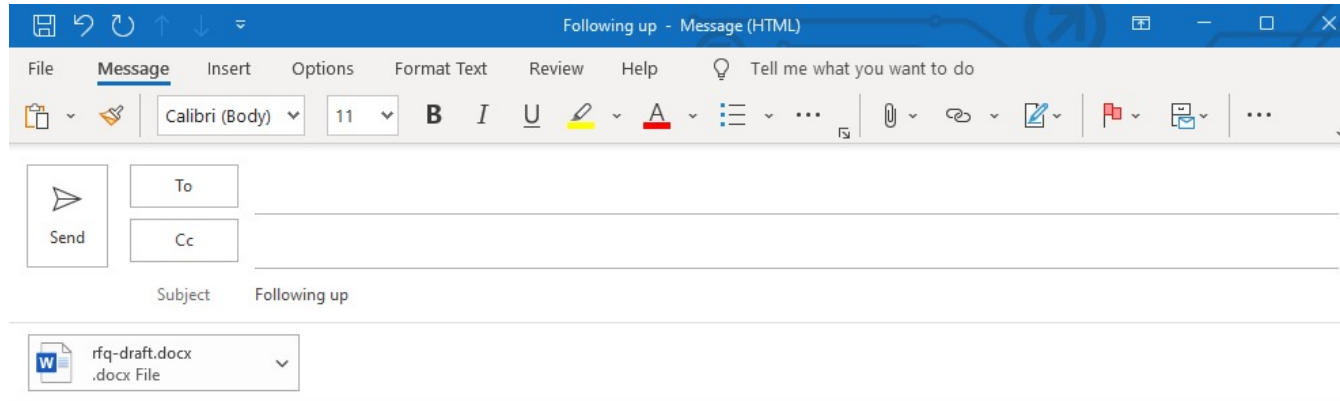
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Thank you,  
Derek

# What edits will make this email better?



Note: Spell check flagged the grammar mistakes but missed the punctuation errors.

Questions?