

# You stink at email

Why spend time writing something nobody wants to read?

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#STC16 @viqui\_dill



# You stink at email

- This lightning talk will take a look at business email and our bad habits that ensure deletion.
- And then we'll talk about Christy.



# You've done it. I've done it.

- #TLDR
  - Too long, didn't read
- Why?
  - Too much email
  - Not enough time
  - Reading on the run



# Shame on us?

- Do you feel bad about not reading the email?
  - That email did not write itself
  - Somebody put a lot of time into it
  - And it probably contained something you should know about someday

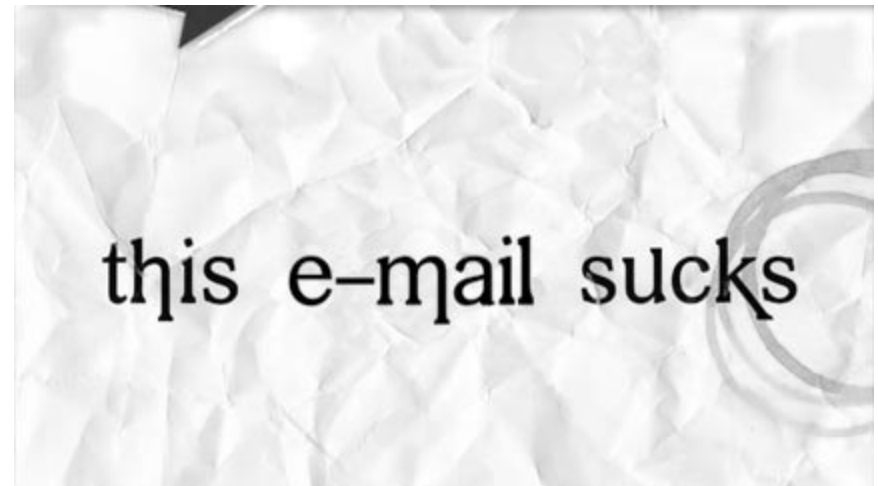


# Because it stinks!

## ■ Why?

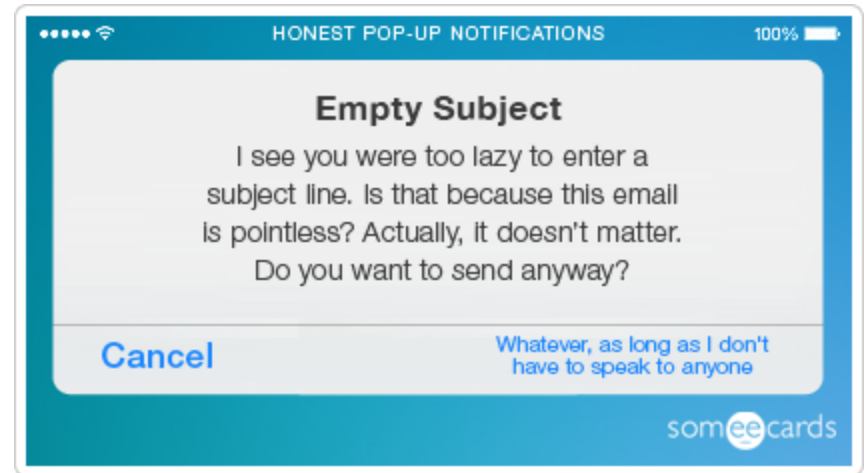
### ■ Because that email stinks!

1. You email too often
2. You don't email often enough
3. Your subject line is too short
4. Your subject line is too long
5. Your subject line is too vague
6. Your subject line is too stupid
7. You make me look things up so I don't
8. You don't use links
9. You tell me too much
10. You don't tell me enough
11. You tell when you should show
12. You show when you should tell
13. You didn't want to write it
14. You assume I care
15. You assume I don't care
16. You assume I'm stupid
17. You assume I'm smart
18. It's called a preview. Use it!



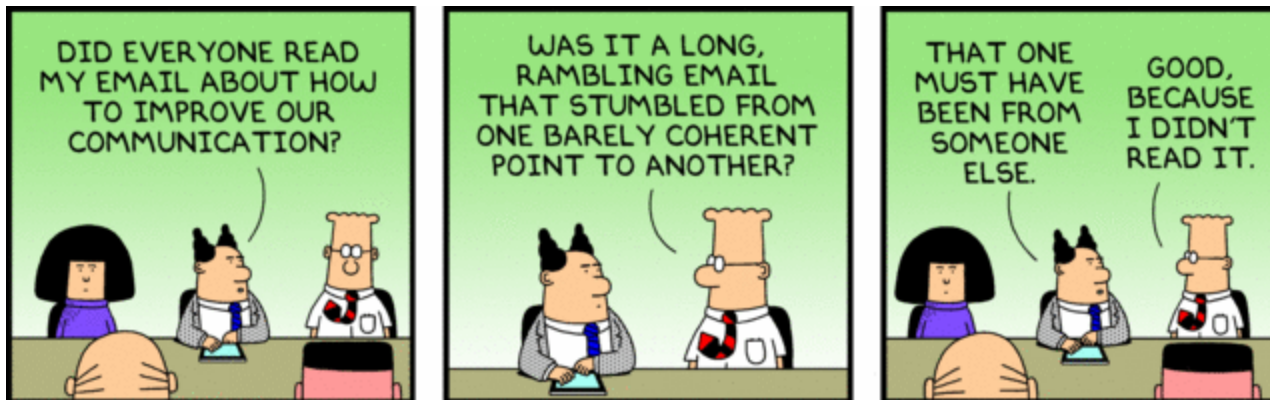
# Your subject line is stupid

- Stupid subject lines:
  - Quick question
  - Good morning
  - [project name]
  - [blank]
- Be specific
  - Searchable later
- Start a new email if you want to change the subject
  - Email is not a phone call
  - Email is not a text or an IM



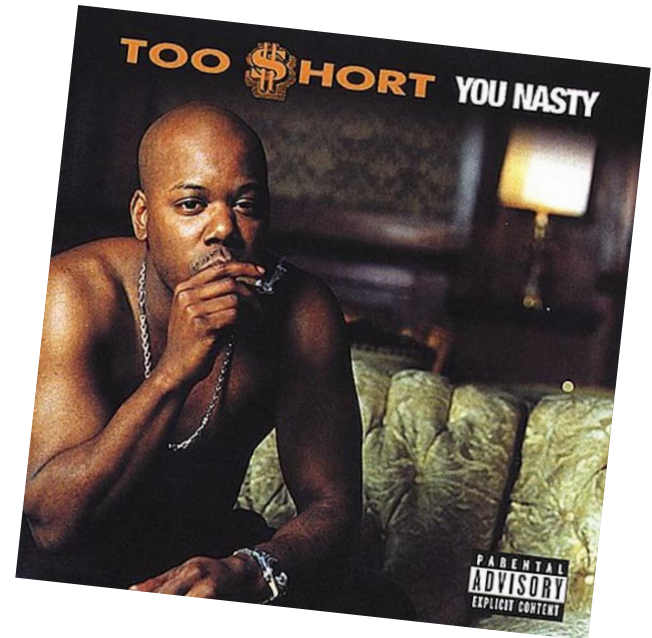
# Your email is too long

- Back to 3<sup>rd</sup> grade
- Write like Clark Kent and Lois Lane
  - Most important first
  - Background and history last
  - Who/what/when/where



# Your email is too short

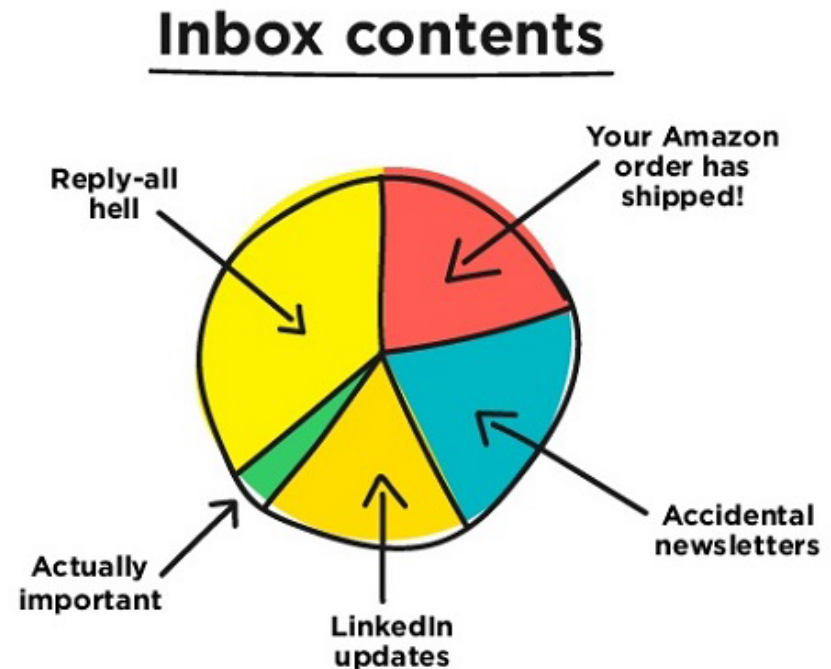
- FYI means you're too lazy to read
  - Say why you're passing the thread along
  - Don't make me do your reading for you





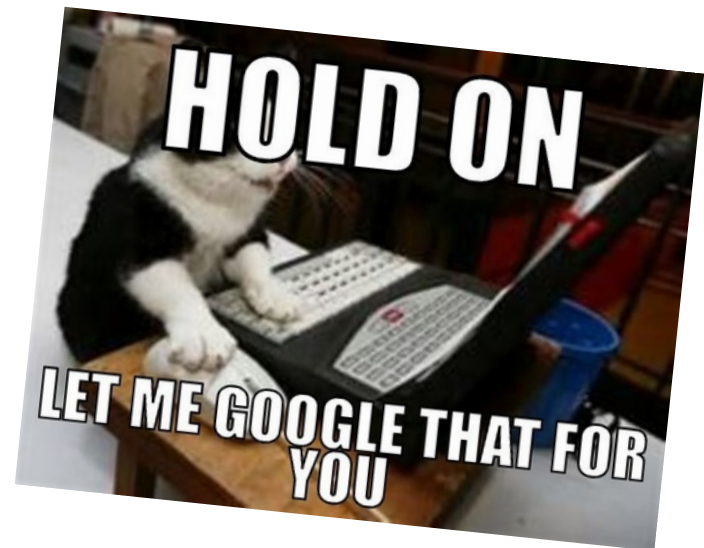
# You assume I care

- You assume I care why you did what you did
  - Skip the history and why you did what you did
  - Tell me what I should do
  - Call for action at the top
    - I'm not your case study



# You make me look things up

- So I don't
  - You don't use links
  - You're not specific about your references
    - The system
    - The meeting
    - The project
    - This
    - That



# Reply none

- Reply all is powerful
  - Don't overuse it
- Have group conversations in a wiki or blog or on Yammer

## This is bad

From: Bob  
To: Matthew I  
CC: Every single human being this person has ever had contact with.  
Subject: Fwd: Fwd: Fwd: Fwd: OMG funny pictures of funnyness!

If it's more than a handful of people, **use BCC**.

If you don't know what BCC is then you shouldn't be using email.

**Do not** send me funny emails or chain letters.

If you do, I'll assume you were born in the '20s and I'll arrange to have you picked up and put in a nursing home.

## This is worse

From: Christy  
To: Bob  
CC: Every single human being Bob has ever had contact with.  
Subject: Re: Fwd: Fwd: Fwd: Fwd: OMG funny pictures of funnyness!

LOL those ARE funny, Bob! So funny I'm going to hit "reply to all" and serve everyone a second helping of this obnoxious email.

# Be like Christy

- Christy Foltz
  - Network Specialist
  - Active parent
  - Volunteer



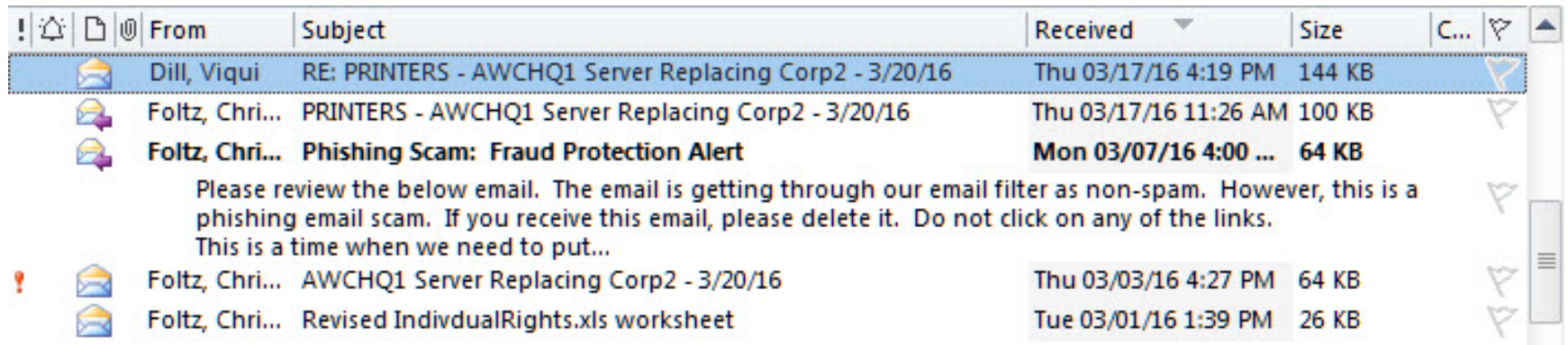
# Well crafted subject line







- A good subject line really pays off
- Subject lines are all we see some email clients and some search results



# Call to action right up front

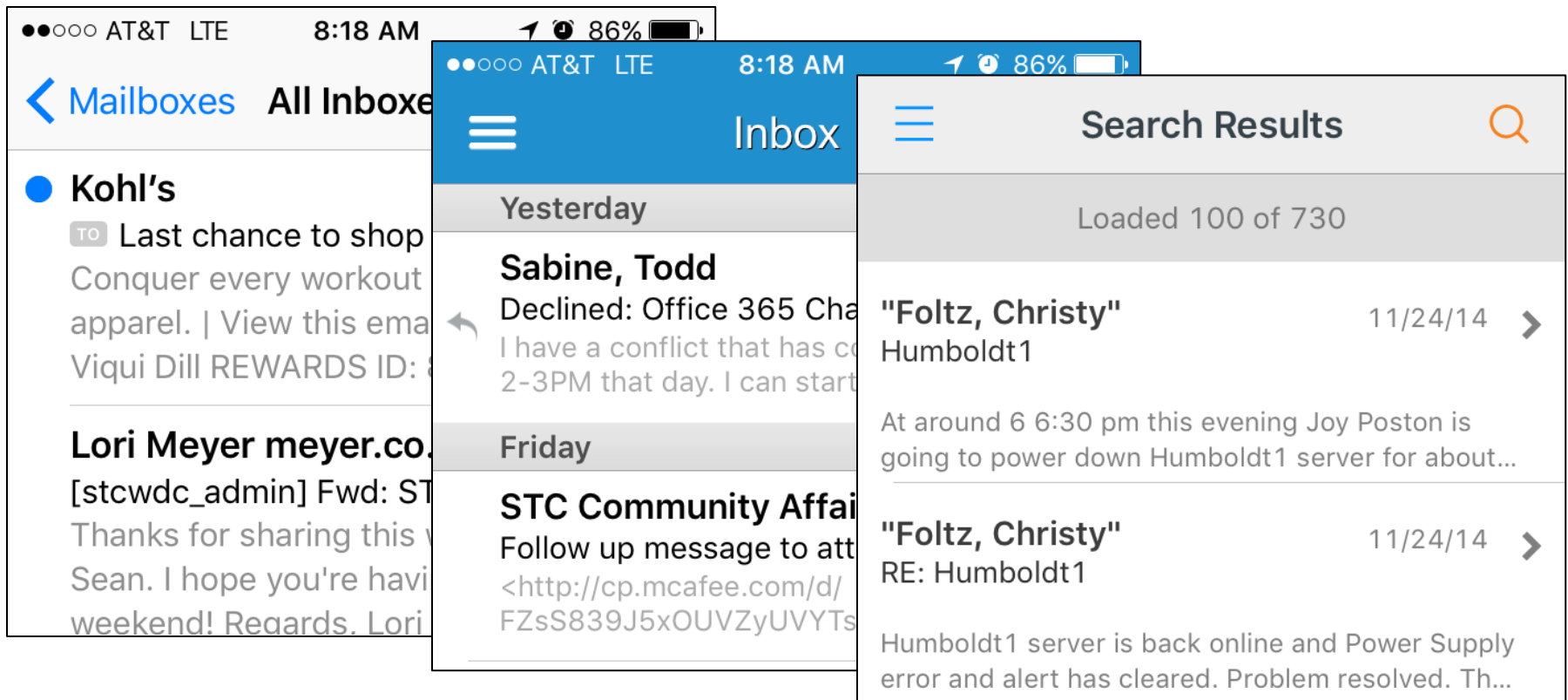
- Visible in the preview
- That draws the reader in too, and makes it more likely that your email will actually be opened and read.



	From	Subject	Received	Size	C...
	Dill, Viqui	RE: PRINTERS - AWCHQ1 Server Replacing Corp2 - 3/20/16	Thu 03/17/16 4:19 PM	144 KB	
	Foltz, Chri...	PRINTERS - AWCHQ1 Server Replacing Corp2 - 3/20/16	Thu 03/17/16 11:26 AM	100 KB	
	Foltz, Chri...	<b>Phishing Scam: Fraud Protection Alert</b> Please review the below email. The email is getting through our email filter as non-spam. However, this is a phishing email scam. If you receive this email, please delete it. Do not click on any of the links. This is a time when we need to put...	Mon 03/07/16 4:00 ...	64 KB	
	 Foltz, Chri...	AWCHQ1 Server Replacing Corp2 - 3/20/16	Thu 03/03/16 4:27 PM	64 KB	
	Foltz, Chri...	Revised IndividualRights.xls worksheet	Tue 03/01/16 1:39 PM	26 KB	

# Mobile friendly

## ■ Reading on the run



# Scannable body

- The body of the email is detailed and bulleted.
- It's easy to read and easy to scan if you don't want to actually read.

This is a time when we need to put our email training to work. Note the following inaccuracies:

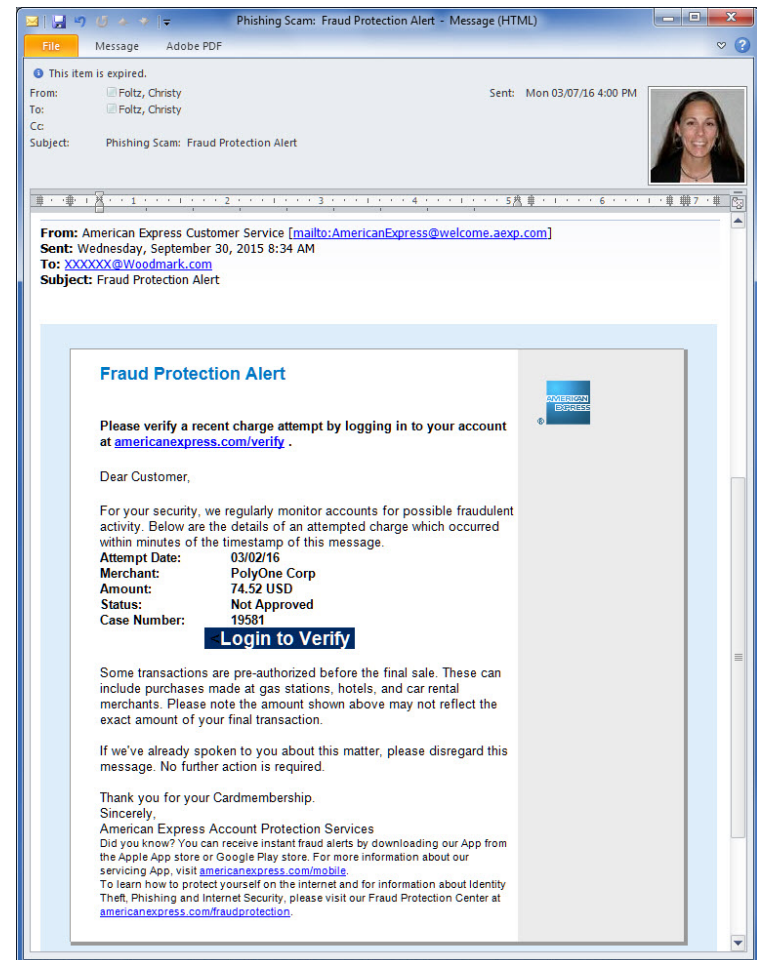
- American Express is no longer used as our Corporate Credit Card. Therefore, this is not an email we would anticipate to receive.
- The email is not addressed to a specific name, but instead as 'Dear Customer'.
- The email is dated for September 30<sup>th</sup>, 2015, when the email was received 3/2/2016.
- The To: field may display another user's email address in it and not your own email address.
- If you reply to the email, another email address that is not [AmercianExpress@welcome.aexp.com](mailto:AmercianExpress@welcome.aexp.com) shows up in the To: field.
- A credible ecommerce institution would never send an email request such as this to logon to your account.

These are all signs of a **malicious** email. We have been trained to delete this type of email.



# Use visuals

- Graphics and other visual cues
  - Screen shots
  - Examples
  - Help the reader remember



# End with an invitation

- End with an invitation to get help, more information, or ask questions.

These are all signs of a **malicious** email. We have been trained to delete this type of email.

Any questions, please contact the Solution Center at 800-962-5655 or [SolutionCenter@Woodmark.com](mailto:SolutionCenter@Woodmark.com).

Thank you,  
Christy Foltz  
IT-Networking and Technologies



# Be like Christy

- Christy Foltz
  - Network Specialist
  - Marathon runner





# Connect with me

- Bio

<http://wdcb.stcwwdc.org/about-us/chapter-bios/dill-bio/>

- Blog

<https://viquidill.wordpress.com/>

- Email

[social\\_media@stcwwdc.org](mailto:social_media@stcwwdc.org)

- @viqui\_dill

[https://twitter.com/viqui\\_dill](https://twitter.com/viqui_dill)

- Linked In

<http://www.linkedin.com/pub/viqui-dill>

- Facebook

<https://www.facebook.com/viqui.dill>

