You stink at email

Why spend time writing something nobody wants to read?

Presented by Viqui Dill,
STC Senior Member
#STC16 @viqui_dill
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
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 3rd 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

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This is bad

From: Bob
To: Matthew I
CC: Every single human being this person has ever had contact with.
Subject: Fwdf Wd: 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: Fwdf Wd: 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

Phishing Scam: Fraud Protection Alert

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.
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.
Reading on the run

Kohl’s
To: Last chance to shop
Conquer every workout and<br>apparel. [View this email]<br>Viqui Dill REWARDS ID: 31239461

Lori Meyer meyer.com
[stcwdc_admin] Fwd: STC Community<br>Thanks for sharing this with<br>Sean. I hope you’re having a<br>weekend! Regards, Lori

Sabine, Todd
Declined: Office 365 Chat<br>I have a conflict that has come up 2-3PM that day. I can start<br>\n
STC Community Affairs
Follow up message to attend<br>\n
"Foltz, Christy"
Humboldt1
At around 6 6:30 pm this evening Joy Poston is<br>going to power down Humboldt1 server for about...<br>

"Foltz, Christy"
RE: Humboldt1
Humboldt1 server is back online and Power Supply<br>error and alert has cleared. Problem resolved. Th...
Scanable 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 30th, 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 AmericanExpress@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 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.

Thank you,
Christy Foltz
IT-Networking and Technologies
Be like Christy

- Christy Foltz
  - Network Specialist
  - Marathon runner
Connect with me

- Bio

- Blog
  [https://viquidill.wordpress.com/](https://viquidill.wordpress.com/)

- Email
  social_media@stcwdc.org

- @viqui_dill
  [https://twitter.com/viqui_dill](https://twitter.com/viqui_dill)

- Linked In

- Facebook
  [https://www.facebook.com/viqui.dill](https://www.facebook.com/viqui.dill)