

BRIEF EMAILS

Make it EASY

the[brief]lab[®]
A Sheffield Company

3 KEYS TO BETTER WRITING

1. Nail the subject line
2. Put the call to action up front
3. Make it look easy

SPECIFIC PHRASES LEADERS LIKE TO SEE:

Review and provide feedback

Brainstorm

FYI only

Need approval

Need direction or guidance

WHAT LOOKS EASY?

1. Short paragraphs
2. Clean white space
3. Bullets
4. Get to the signature

TRIMMING

- Level 1 – Essential Information
- Level 2 – Adds color to context
- Level 3 – Goes into the weeds



1

2

3

WHAT **THEY** NEED
TO KNOW TO DO
THEIR JOB

WHAT **YOU** NEED
TO KNOW TO DO
YOUR JOB

TRIMMING: HOW CAN WE ORGANIZE THE MAIN MESSAGE VISUALLY?



New Message

Note to self

Subject What you missed Templates ▾

Hi Alex,

Can you meet with Erin and me on Tuesday before lunch to follow up on the meeting you missed?

In the meantime, Owen asked us to send notes on our discussion. Feedback in the Google poll was mostly positive, and for next time we will:

1. Keep the goal-setting breakout session
2. Double attendance
3. Add a staff member (let's discuss)
4. Possibly move to a new space

Talk soon,
XX

Enhance |

Send Now Send Later Remind Track