Email etiquette refers to the principles of behavior that one should use when writing or answering email messages. Email messages are a quick way to send the messages across the globe for any personal or professional reasons.

Email Etiquette is simply a way of saying that we have respect for others and their decisions.

How to write an official Email: Essential Elements

A perfect official email should have the following elements:

• **Subject line**: Summarize what your email is about in a clear and concise way

• **Salutation**: Greet your recipient with an appropriate salutation for the situation, such as "Dear Sir or Dear Mr. Sharma" or "Respected Madam"

• **Introduction**: Provide a brief summary of who you are and why you are writing

• **Opening lines & Body**: Explain the purpose of your email in more detail, using words that convey positive emotions and clarity. Be concise and to the point, and use bullet points or paragraphs to organize your information

• **Closing**: Wrap up your email with a polite and courteous closing, such as "Thank you for your cooperation" or "I look forward to hearing from you"

• **Sign-off**: End your email with an appropriate sign-off for the situation, such as "Sincerely" or "Best regards", followed by your name and contact details.

Email Template: An Example of official Email

Subject: Request for working bag for a new joiner PS at Dadar

Dear Mr. Adarsh,

I am Ravi Kumar, a District Manager at Mumbai HQ, Therapeutics Team of Dabur India Ltd. I am writing to request you to provide the working bag for a new joiner PS at Dadar HQ.

The new joiner is Mr. Rajesh Singh, who will be joining our team as a sales executive from August 21st, 2023.

As per the company policy, every PS is entitled to receive a working bag that contains essential items such as VAF, Badge, POSM, notebook & other stationary. The working bag helps the PS to perform their duties efficiently and professionally.

I would appreciate it if you could arrange for the delivery of the working bag to his Dadar address (PS Address) before August 21st, so that Mr. Singh can start his work smoothly and without any delay.

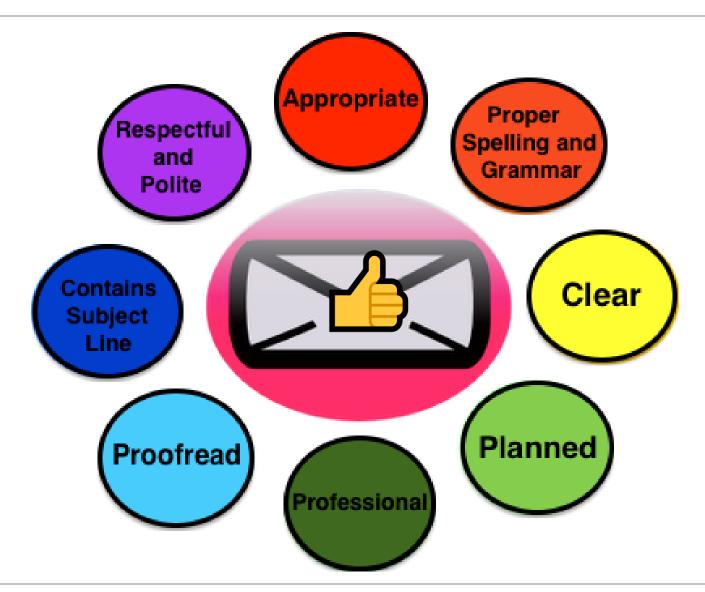Thank you for your cooperation and support.

Best Regards,

Ravi Kumar

District Manager-Dabur Therapeutics

Mob. No.: +91 1234567890, Email: ravi.kumar@abc.com

Email Etiquettes at a Glance

Email Etiquettes: Do's

- Pay attention to the subject line and write a clear, concise subject line that reflects the body of the email.

- Use a proper greeting and address the recipient by their name or title, such as "Dear Mr. Sharma" or "Hello Team".

- Introduce yourself first if the recipient does not know you or may not remember you.

- Be short and to the point in your messages and avoid unnecessary details or information.

- Use clear, appropriate, and polite language and avoid slang, jargon, or emojis.

- Stick to standard fonts, colors, and sizes and avoid using fancy or distracting formatting.

- Be clear about what you want, need, or expect from the recipient and use words like "please", "thank you", or "kindly".

- Proofread your email for spelling, grammar, and punctuation errors before sending it.

- Use a formal and respectful tone & avoid sarcasm, humor or emotions that may be misunderstood or offend the recipient

- Reply to emails promptly within 24 hours and acknowledge receipt of important or urgent messages.

- Use attachments only when necessary. Compress large files, scan them for viruses, and inform the recipient about the type and size of the attachment

- Follow up on your emails if you do not receive a response within a reasonable time frame

Email Etiquettes: Don'ts

X   **Never reply to all**, reply only to the concerned person only!

X   Don't use stationery, colorful backgrounds, or animated gifs that may distract or annoy the recipient

X   Don't include your manager or other people on every message you send, unless they need to be informed or involved

X   Don't send a message when you are angry, emotional or frustrated. Better to write it, save it to your drafts folder, come back to it later

X   Don't expect a quick response when sending long messages (more than two paragraphs). Be patient and respectful
    of the recipient's time and workload

X   Don't use read receipts or delivery receipts on every message you send. Use them only if you are unsure whether your
    recipients will receive the message

X   Don't attach flags or High Importance to every message send. Your recipients will learn to ignore them or get annoyed

X   Don't use informal/casual language, such as "hi", "hey", "lol", or "ASAP". Use a proper respectful tone, address
    the recipient by their name or title

X   Don't use all caps, all lowercase, or excessive punctuation in your messages. They may convey shouting, laziness, or rudeness

X   Don't copy-paste content from other sources without proper citation or permission. This may violate intellectual property rights and
    damage your credibility

X   Don't send confidential, sensitive, or personal information via email. Use a secure platform or a phone call instead

"It only takes 4 seconds to make an impression. Be remembered for your style of communication not your username."

"Go through your previous emails composed,
Think if you have Essential Email Etiquettes?"

Thank You

Team Guru-Kool, *Dabur* **Therapeutics**