**Business Emails: How to Communicate Effectively**

*The average worker receives over [100 work emails per day](https://prosperitymedia.com.au/how-many-emails-are-sent-per-day-in-2023/" \l ":~:text=If%20you%20think%20this%20sound,to%20the%20average%20office%20worker) and spends multiple hours reading and responding. Finding ways to communicate effectively through business email is key to time efficiency and productivity in the workplace.*

*Words by Andrew Baird*

It’s no secret that business emails take up a large portion of every working day. With so many hours invested, it’s essential to be purposeful when using this tool. Let’s explore some key aspects of an effective business email.

1. **Be specific with the email subject**

The subject line is essential to enticing readers into opening an *important* email. There are two key strategies that achieve this. The first, and perhaps the most important, is to keep it short and to the point. The subject line must give a high-level overview of the email’s content and purpose without being verbose. The second is to make it engaging. A dull subject line is unlikely to motivate the desired response.

Let’s look at a couple of examples:

*Report for review* is vague and disengaging, whereas *Aotea Bridge – Draft Design Report – For Review/Comment* is descriptive and concise. The latter gives the reader a clear indication of the topic, purpose and required action.

*Read more:*

[20 Email Subject Lines That Will Get Opened Every Time](https://www.grammarly.com/blog/email-subject-lines/)

[Best Practices for Email Subject Lines](https://mailchimp.com/help/best-practices-for-email-subject-lines/)

1. **Structure and format the business email effectively**

A well-thought-out email structure and format aids the reader’s understanding and reduces reading time. The first sentence has the critical role of setting the scene for the email and can be an expanded version of the subject line, covering the high-level topic, email purpose and action required.

Summarise the key message first to allow those with limited time to absorb it efficiently. If the reader has a need for detail, they can continue deeper for the complete picture.

One more tip – using topic statement subheadings is an effective way to divide content into more easily digestible portions. An unstructured email is like a tough hide-and-seek game for the key message. It’s also unlikely to fuel the desired response.

***A quick recap*** – a powerful email structure includes a solid intro sentence, the key message upfront and details divided into punchy, bite-sized portions.

*Read more:*

[5 Proper Professional Email Format Tips to Help You Succeed](https://d.docs.live.net/a8c52b6565388710/Courses/Internship/5%20Proper%20Professional%20Email%20%20Format%20Tips%20to%20Help%20You%20Succeed)

1. **Use concise and clear language in business emails**

Baltasar Gracián made an excellent case for brevity when he said, ‘Good things, when short, are twice as good.’

An email that is word-heavy and complex could leave the reader unsure of its intent – while their workday clock keeps ticking. By comparison, an effective email uses simple, concise and punchy wording to deliver the key message. Time is precious, so gaining and giving pockets of time must be the focus when writing emails.

Let’s take a look at two examples:

‘With reference to our recent discussion, I would like to provide the below update on the topics we have been considering and progressing since our meeting:’

‘Following our discussion, please see below for a progress update:’

The first sentence is long and repetitive, whereas the second is brief, direct and covers the necessary message. An easy switch, right?

*Read more:*

[The ABCs of Clear Communication](https://www.linkedin.com/pulse/abcs-clear-communication-mohamed-hammoud" \l ":~:text=Brevity%20provides%20maximum%20information%20in,the%20writer%20and%20the%20reader)

[Concise Writing: What Is It, and Why Does It Matter?](https://www.grammarly.com/blog/what-is-concise-writing/)

Happy and effective email sculpting ahead!