

## Liberty University DigitalCommons@Liberty University

Teaching with Technology Bootcamp

Office of Institutional Effectiveness

2011

## **Email Checklist**

Tom Hinkley Liberty University

Follow this and additional works at: http://digitalcommons.liberty.edu/oie bootcamp

## Recommended Citation

 $Hinkley, Tom, "Email Checklist" (2011). \textit{ Teaching with Technology Bootcamp}. Paper 4. \\ \text{http://digitalcommons.liberty.edu/oie_bootcamp}/4$ 

This Article is brought to you for free and open access by the Office of Institutional Effectiveness at DigitalCommons@Liberty University. It has been accepted for inclusion in Teaching with Technology Bootcamp by an authorized administrator of DigitalCommons@Liberty University. For more information, please contact scholarlycommunication@liberty.edu.

## **Email Checklist**

Before you hit send on that next email, perhaps you should run down this list, just to be sure:

- 1. Is it going to just one person? (If yes, jump to #10)
- 2. Since it's going to a group, have I thought about who is on my list?
- 3. Are they blind copied?
- 4. Did every person on the list really and truly opt in? Not like sort of, but really ask for it?
- 5. So that means that if I *didn't* send it to them, they'd complain about not getting it?
- 6. See #5. If they wouldn't complain, take them off!
- 7. That means, for example, that sending bulk email to a list of bloggers just cause they have blogs is not okay.
- 8. Aside: the definition of permission marketing: Anticipated, personal and relevant messages delivered to people who actually want to get them. Nowhere does it say anything about you and your needs as a sender. Probably none of my business, but I'm just letting you know how I feel. (And how your prospects feel).
- 9. Is the email from a real person? If it is, will hitting reply get a note back to that person? (if not, change it please).
- 10. Have I corresponded with this person before?
- 11. Really? They've written back? (if no, reconsider email).
- 12.If it is a cold-call email, and I'm sure it's welcome, and I'm sure it's not spam, then don't apologize. If I need to apologize, then yes, it's spam, and I'll get the brand-hurt I deserve.
- 13.Am I angry? (If so, save as draft and come back to the note in one hour).
- 14. Could I do this note better with a phone call?
- 15.Am I blind-ccing my boss? If so, what will happen if the recipient finds out?
- 16.Is there anything in this email I don't want the attorney general, the media or my boss seeing? (If so, hit delete).
- 17. Is any portion of the email in all caps? (If so, consider changing it.)
- 18.Is it in black type at a normal size?
- 19.Do I have my contact info at the bottom? (If not, consider adding it).

- 20. Have I included the line, "Please save the planet. Don't print this email"? (If so, please delete the line and consider a job as a forest ranger or flight attendant).
- 21. Could this email be shorter?
- 22. Is there anyone copied on this email who could be left off the list?
- 23. Have I attached any files that are very big? (If so, google something like 'send big files' and consider your options.)
- 24. Have I attached any files that would work better in PDF format?
- 25. Are there any :-) or other emoticons involved? (If so, reconsider).
- 26.Am I forwarding someone else's mail? (If so, will they be happy when they find out?)
- 27.Am I forwarding something about religion (mine or someone else's)? (If so, delete).
- 28.Am I forwarding something about a virus or worldwide charity effort or other potential hoax? (If so, visit <u>snopes</u> and check to see if it's 'actually true).
- 29.Did I hit 'reply all'? If so, am I glad I did? Does every person on the list need to see it?
- 30.Am I quoting back the original text in a helpful way? (Sending an email that says, in its entirety, "yes," is not helpful).
- 31.If this email is to someone like Seth, did I check to make sure I know the difference between its and it's? Just wondering.
- 32.If this is a press release, am I really sure that the recipient is going to be delighted to get it? Or am I taking advantage of the asymmetrical nature of email--free to send, expensive investment of time to read or delete?
- 33. Are there any little animated creatures in the footer of this email? Adorable kittens? Endangered species of any kind?
- 34. Bonus: Is there a long legal disclaimer at the bottom of my email? Why?
- 35.Bonus: Does the subject line make it easy to understand what's to come and likely it will get filed properly?
- 36.If I had to pay 42 cents to send this email, would I?

Adapted from: <a href="http://sethgodin.typepad.com/seths">http://sethgodin.typepad.com/seths</a> blog/2008/06/email-checklist.html