

4. Email

E-mail is one of those tools that has turned out to be a curse disguised as a blessing. Some ideas are offered below to balance the advantages and disadvantages of email:

- Do not use it for situations that require a chain of deliveries and replies, such as arranging an appointment; making a phone call is more efficient.
- Be brief, sending a single subject per email.
- In the subject line you should be clear and write a sentence that attracts attention.
- Call by phone first and after send an email or fax to reconfirm the conversation, if it is something urgent.
- Writing with capital letters is equivalent to shouting; therefore, avoid doing so - DO NOT SHOUT.
- Instead of forwarding the message to a large number of users who do not need it, send copies to interested parties only.
- Send the long messages as attachments.
- Check your mail regularly but not constantly; that is, do not be obsessed or want to read each email when it arrives; it is better to do it once every hour or twice a day depending on the amount of emails received.
- Use software programs to free you from spam or unsolicited advertising.
- Print only the information that is strictly necessary; for example, if it is an appointment or a flight, simply copy it in your agenda.
- Become friends with the delete key and icon, because most of the emails deserve to go to the recycle bin and those that do not, file or forward them.
- Answer questions by inserting the answers in the body of the email but first inform that you are going to that.
- Check the spelling and grammar of the messages, otherwise you will seem unprofessional.
- Communicate with overly talkative people via email.
- Create an automatic response to notify those who write you that you are on vacation or on a business trip.
- Establish a day without email: weekends are usually the most appropriate.