

# MANIFESTWORKS

## Email in ONE PAGE

Email is how we do business, and so it is very important that your emails reflect your professionalism. Sloppy grammar and spelling mistakes in email are the equivalent of being late. Worse than that, carelessness in emails scream to potential contacts or employers that you are a careless employee. If you are putting the time into writing an email, put the time into making it worthy of your name. Some rules of thumb:

- As a freelancer, emails are how you get work, and when a producer or a coordinator is looking for work, it's first come, first serve. For class, you need to check your emails every day. For the world of work, you should be checking your emails 3 - 4 times a day. Respond promptly. But not so promptly that you are careless.
- But don't be checking your emails when you are supposed to be doing other things. On a bathroom break, at lunch, or when the day is over, scan your emails to see if there is something important from someone important. Deal with those and save the rest for later.
- Proofreading your emails twice should be the minimum. Give added care when you email from your phone, where formatting, spelling and writing are harder to control.
- When you write an email, the subject is very important. People get MANY emails, even hundreds a day. A subject that is clear and representative will get attention and be appreciated by your recipients. *Following up your visit to ManifestWorks or Urgent Concerns about Saturday March 5*
- Brevity is the next priority. Remember, people are busy: get to the point and be brief. Longer explanations and details can be shared by phone or a follow up email when appropriate.
- If you are writing contacts made in our workshops, open with a statement of gratitude, then state the purpose of the email in the opening sentence(s). In the subsequent paragraphs, follow with the information to be conveyed and/or questions you have to ask. Finally, end with a summation of the objectives of this communication. Close with gratitude or sincerity as appropriate.
- Don't get lazy because it's "email".
- Divide your thoughts into paragraphs. Single, endless monsters of text are just too much.
- Bullet points can be a good way to present ideas for clarity and brevity.
- Finally, get people on the phone! and do not over-use email. You'll miss all the subtlety in the exchange with people when you are each interpreting each others emails rather than really hearing each other.