

Tips To Make The Most Of your E-Mail

- **Obtain A Separate, Job Search Only, E-mail Account**—Use this e-mail address on your résumés, contacts and prospective employers. Do not give this out to your friends and family or your favorite on-line shopping sites.
- **Use An Appropriate E-mail Address**—Employers will be turned off by inappropriate or cutesy email address. Make sure your email address shows who you are and it is professional. For example, RobertAnderson@abc123.com will be taken more seriously than bigman@abc123.com.
- **Check Your E-mail Regularly**—Do not miss an e-mail that an employer has sent you. Check it 2-3 times daily.
- **Always Respond Promptly**—Make sure that you respond to all e-mail with-in 24 hours. Do this even if only to say that you received the original e-mail and will need more time to do what is requested.
- **Utilize The Subject Line**—The subject line is the first thing a person sees when checking e-mail. Keep in mind that the person you are e-mailing may receive dozens of e-mails daily. When short on time, he/she will scan the subject lines and answer the ones that seem most important first.
- **Spelling And Grammar Rules Still Apply**—Poor spelling and grammar make you appear at best careless and at worst poorly educated. Neither characterization is appealing when worn by the job seeker. Read over and spell-check each e-mail before sending it.
- **Keep It Short And Sweet**—Make your point using the least number of words reasonably possible. Remember your target audience is often short on time. If they open up your e-mail and it looks like an essay, they may become frustrated and not bother to read it at all.
- **Forget Being Cute**—Never forget that you are looking for a job. Save the smiley faces, colored fonts, etc. for your friends and family. E-mails may be informal business communication, but do not throw all rules of etiquette out the window and be courteous in your writing.
- **Your Sign-Off**—Close each e-mail with a proper sign-off. It may be as simple as “Thanks-Jeff Smith”. It is often useful to include contact information as well as any certifications in your sign-off. Many e-mail services have an auto signature function that allows you to set up a customized sign-off that can be inserted at the end of your e-mail.