

## The good email – ten general rules

1. Choose a meaningful and descriptive subject line
2. Be action-oriented
3. Begin with whatever is most important
4. Write concisely, clearly and in an easy-to-understand manner
5. Create an overview and clarity with bullet points and headings
6. Highlight important parts of the text using **bold** or underlining – but not UPPERCASE LETTERS AND EXCLAMATION MARKS!!!
7. Write in a friendly and respectful way – like you would if you were talking to the person(s)
8. Think over the number of recipients and limit the use of cc and bcc
9. Forward only when necessary and then only the relevant part of the correspondence
10. Generally avoid using the 'reply all' function, unless the answer is actually relevant for everyone.