



**ENGLISH TRACKERS**  
editing by experts

# **EMAIL ETIQUETTE TIPS**



- **DO NOT WRITE EMAILS IN CAPS**  
it's the equivalent of shouting at someone
- **Do not write in textspeak**  
u r not being v biz like
- **Do not use emoticons in business emails**  
save them for friends and IM 😊
- **Do not overuse exclamation marks**  
they can come across as nervous laughter  
(often at your own jokes)!!!
- **Do not overuse abbreviations**  
you may confuse your reader ASAP
- **Do not use profanity**  
it may be offensive



It's a very impersonal way to start writing a letter and the reader may give up after the first line.



Best to find out the person's name and maximise the chances of your email being read.



Nowadays it's acceptable not to use full stops after Mr, Mrs etc.

Keep it simple by removing them after all titles!

## Do you know the person's name?

*No, I don't*

**FORMAL**

Dear Sir or Madam, ..... Yours faithfully,

## You do know the person's name.

*Yes, but I've never met them*

**FORMAL**

Dear Mr Brown, ..... Yours sincerely,

*Yes, and I've met them*

**SEMI - FORMAL**

Dear Mr Brown, ..... Yours sincerely,  
/With kindest regards,  
/Kind regards,

**INFORMAL**

Dear Peter, ..... Thanks again,  
/Speak soon,  
/See you soon,

*Yes, but they have a title*

Doctors – Dr  
Professor – Professor

Dear Dr Hopkins, ..... Yours sincerely,  
Dear Professor White, ..... Yours sincerely,



Don't know if it's a man or a woman?  
First do some research: company website, LinkedIn etc

No luck? play it safe and use both:  
Dear Tyler Brown,  
... Yours sincerely



Use commas and 'and' but not ampersand '&'



Capitalise all nouns: 'Colleagues', 'Editing' 'Team' etc

Do not capitalise pronouns: 'all' and 'everyone'

***Yes, but they have more than two names...***

**HYPHENATED FIRST NAME**

Marie-Claire  
John-Paul

Dear Marie-Claire,  
Dear John-Paul,

**HYPHENATED OR LONG FAMILY NAMES**

Rhymer-Jones  
Van der Bilt

Dear Miss Rhymer-Jones,  
Dear Mr Van der Bilt,

***Yes, but there's more than one of them***

Mr White and Miss Brown  
Jane, Julia and Peter

Dear Mr White and Miss Brown,  
Dear Jane, Julia and Peter,

***Yes, but there are many of them***

Your colleagues  
Your students

Dear Colleagues,  
Dear Students,

A group or team name

Dear Helpdesk Staff,  
Dear Editing Team,

A group without a name

Dear all,  
Hello everyone,

***Yes, but I don't know how to address this group***

Just put:

Hello everyone,



- **Keep it brief!**
- **Re-read what you have written**
- **Remember your email can be forwarded to others and leave a lasting trace**
- **P.S.**  
stands for post script – usually written after the sender’s signature. It is believed the subject line, first line and P.S. are the most read parts of an email.

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