Determine the need for a blind copy. Using blind copy (BCC) secures email addresses from others.

Use a clear font style with user-friendly font size. Arial style and 12pt size are safe options. Do not use ALL Caps unless yelling is your intention.

The subject line should be used wisely for each email. The appropriate subject provides future search keywords, and increases the percentage of your email being addressed in a timely manner.

Your communication should be positive, respectful, professional, and personalized. Please and thank you really do go a long way. Keep your message clear, concise, and short. Use bulleted lists whenever possible. Use emoji’s carefully. Most customers do appreciate a casual message with an appropriate emoji.

When attaching documentation, use pdf format for compatibility and ease of download.

Signature Information should be informative to include all contact information. Use signature quotes carefully.

Response time goals should be within 48 hours. Use emails to follow up and thank your customers. Response time can be most efficient by using the blocking and filtering email features.

Avoid phishing scams by not opening attachments if you do not know the sender. Do not click on links without first verifying the URL address.