



EMAIL ETIQUETTE

- ✓ Do use the Subject Line (including Your Store's Location. e.g. "Brooksville: New Floorplan Images").
- ✓ Do Use a Proper Salutation.
- ✓ Do Address Action Items to a Specific Person(s).
- ✓ Do Reply within 24-48 Hours.
- ✓ Do Offer Potential Solutions to Posed Problems.
- ✓ Do Include Screenshots (with your Snippet tool) Whenever Possible.
- ✓ Do Include Excerpts from Previous Messages and Avoid Making Someone Dig in the Thread for Relevant Info.
- ✓ Do Include Your Full Signature Line (with all relevant contact info). (see supporting signature guidelines word doc for more details)
- ✗ Don't try to be funny or cute. Be professional.
- ✗ Don't add slogans, quotes, sayings, or opinions you may like to your mail.
- ✗ Don't "reply to all" Reply only to the sender and if appropriate add Teammate(s).
- ✗ Don't Attach Large File Sizes (nothing more than 10 MB).
- ✗ Don't Rush a Reply. Pause. Then Reread/ Proofread Your Message Before Hitting Send.
- ✗ Don't Add More Recipients in the To Line than necessary. Use BCC to include others.
- ✗ Don't Be Negative about anything or anyone.
- ✗ Don't Let an E-mail Go Beyond 3 Replies. Move It to Verbal.
- ✗ Don't Include Sensitive Information Like Passwords.
- ✗ Don't Use All CAPS. Use bold or Highlight in Yellow Sparingly.
- ✗ Don't Click on Any Links or Attachments that You Don't Fully Recognize.

🔗 Questions or Concerns? Contact your GM and/or your Regional VP for more information