

## "Think Zink" September Newsletter

### Stop the Email Madness!

(or, Basic Email Etiquette)

September 2008

#### In This Issue

Think Zink Society

4D's of Email Management

Email is Not a Substitute...

Dear Sarah:

**E-mail:** electronic mail - the best and worst thing that happened to business communication.

Email has helped us communicate to many people simultaneously at the press of a button, but it's also created "bubbles" which encourage very lazy and anti-social behavior. (think about those people who work down the hall who send you an email instead of calling!)



**W**e learn to use email at different stages in our lives; but who teaches us correct usage?

I'm sure I'm showing my age here, but when I was in high school and college, the big thing was to show us how to write proper business letters - block format, indented, etc. Two spaces after the periods, four lines after the date, etc., etc.

But in this technological age, who teaches us the proper use of email? Who tells us what is right and wrong with our subject lines and signatures? Nobody - and that's becoming a big problem.

It's time that each of us takes control of our inbox, our sent messages, and our time - not to mention our professional images.

This newsletter is designed to give you the power to own your inbox, and not have it own you. Enjoy.

Warm Regards,



Sarah Zink

P.S. Are you writing a newsletter and need some "snippets" of information? You are welcome to quote anything in this e-zine, provided you give me credit.

## Announcing the "Think Zink" Society

Each month, I send out this free e-zine, however, I've had many requests to offer more information on a given subject.

Beginning November 2008, I will enhance this newsletter through membership in the "Think Zink Society". This membership will include: weekly "Zink

This month, I had the privilege to be a speaker at the Washington Financial Officers Association annual conference. I delivered a full-day training on "Email Writing That Counts". I want to share some of those principles and practices with you.

[Who is Sarah Zink?](#)

## There are Only 4 Things You Can Do With Your Email

Don't over think this one. There are only 4 things you can do with your email:

1. Delete It
2. Delegate It
3. Defer It
4. Do It

Delete those emails that don't relate to a meaningful objective you're working on, or if you can find the information elsewhere. Also, if you aren't going to refer to the information in the next 6 months, delete it!

"Email Writing That Counts" is a training session that Sarah can deliver to your group or organization. Click [HERE](#) to schedule her for your next event.

## Email is Not a Substitute For Writing - It IS Writing!

**Make sure your subject line is meaningful -**

NEVER send a blank subject line, or a "from Susan", or "Hi".

**Always have an introduction -** Dear Mr. Smith, or Hello, Bob! or Good Morning, Susan is a professional way to address people.

**What's your purpose? -** state the objective/ action item for your email first, so that it doesn't get lost in the body of the email.

Byte" video emails, and bi-monthly booklets from the "Get Zinked" booklet series. The email video will provide a two-minute supplement to the monthly topic, and the booklets will go into even greater detail about the subjects that are introduced in the newsletter.

You can become a member of the "Think Zink" society for only \$19.95/mo - only \$240/year!

Click [HERE](#) and pre-register for your one-year membership. There is no cost to pre-register.

## Quick Links...

[Not Everyone With a Checkbook...](#)

[Are You a Powerful Woman?](#)

[The Ladies Room](#)

[Free Stuff](#)

[Signature Training Topics](#)

**Support your request** - this isn't about opinions; in three-four sentences, explain WHY you need the person to respond/take action.

**Close** - let the person know when/how you expect a response. Thank them for their time.

[Check out the back issues of Sarah's newsletters!](#)

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## Want More Information?

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Click [HERE](#) to receive Sarah's white paper on "Email Writing that Counts"

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