



Empowering professionals to write with skill and confidence

May 2009. V. 1 Issue 3

Reader Expectations for Emails

As we've been discussing, emails are being used in most organizations as the preferred way to communicate internally and with clients. As such, as writers we need to understand that readers have expectations for all documents; they expect newspapers to be organized in a certain way, they expect fiction to tell a story, and they expect that when they read a play, it will contain dialogue. The same is true when readers read emails—they expect a certain organization, that it will contain certain information, and that it will be brief. The brevity expectation is one that I see broken most frequently in emails.

Email presents a dilemma of sorts: it's being used almost exclusively to communicate with clients, and at the same time, your clients expect that it will be brief. In other words, because of the expectation of brevity, your clients may not read your email past a certain point, even if that email is chock-full of great and important information! What to do? Keep it brief, organize it so that the most important is first, delete any extraneous information, and don't be afraid of (but don't overuse) visual cues such as bullets and bolding.

New Online Modules:

We've created a ten-week online course as a supplement to our four- and six-week courses. This more robust ten-week course offers longer lectures and focuses on writing for publication. For a list of topics, email us at pam@hurleywrite.com. We'll continue to offer our four-week technical writing and our six-week scientific writing course. To purchase, [click here](#).

Did you miss a webinar?

All of the webinars we offered last year are now in a format for you to listen to whenever's convenient for you. For information, contact us at pam@hurleywrite.com.

Business Writing Online!

Our seven-week business writing course is finally online! The course covers topics such as using language effectively, writing emails, writing business letters, and developing useful editing and proofreading strategies. Email us today at pam@hurleywrite.com to get more info!

Puzzler

Congratulations to **Viveca Burnette** of CRL—she won a free technical writing class for her correct answers to our quarterly puzzler.

To see Viveca's answers, [click here](#)

Discussion Group

We've added a discussion group, and we're discussing all kinds of writing topics, from writing emails to resumes, and everything in between! Join us! Simply go to hurleywrite.fogbugz.com. "See" you there!



When you need editing and/or proofreading help, go to www.myprofessionaleditors.com. We have quick turnaround and are reasonably priced.

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