



# **Email That Works: How to Connect, Convince and Communicate Better**

December 9, 2025

# Today's Communication Landscape



**EMAILS**



**TEXT  
MESSAGES**



**CALLS**



**APPOINTMENTS**

# Obstacles to Communication Effectiveness



**DISENGAGED  
READERS**



**COMPETING  
PRIORITIES**

# SUCCESSFUL EMAILS WRITING

Top Email Mistakes
Right-Way Rewrites
Authoring proof points
Interactive Q&A

**WRITE BETTER EMAILS.**

# Top Email Mistakes:

- Subject lines tend to be informational or topical.
- Emails are typically too long.
- The benefit or priority to the reader is not made clear.
- Most emails include a question to the reader.
- Emotionally charged words run rampant.
- The email thread lives on forever and ever.

**Write for Your Reader  
not Yourself.**

# Questions to Ask Yourself

- What obstacles or perception issues does your audience struggle with? For example, do they believe you're too demanding or irrelevant?
- What motivates them to action?

Hi Megan,

Why haven't you responded to my e-mail?! We are terribly behind on this project, and I need to hear from you right away!

Jaclyn

Hi Megan,

I hope you enjoyed your vacation. I'm sure you're still catching up on e-mails, so I'll give you a call later today. I have an idea on how we can quickly move forward on this project now that you're back.

Thanks,  
Jaclyn

## TIPS

- Avoid emotionally charged words.
- The more difficult the news, the more in-person it should be.

**Subject: HR Conference:**

Jim,

Hi! I am following up to see if you've okay with us booking the travel for the upcoming HR conference.

We expect that the costs will be around \$10,000 for the entire team. We would really like everyone to go, but of course I understand if you'd like me to limit attendance to just managers. Also Sara had mentioned using some tracking software – can we get access to the reporting to help us figure out what we need to do?

We need to make travel arrangements soon to keep costs down. Also, can I get a cost center from you?

Thanks,  
Barb

**Subject: Time to book**

Hi Jim,

I hope all is well with you. The team's excited about attending next month's HR conference. I just need a few items to get everything scheduled:

- Cost center for travel and registration
- Reports from your tracking software and
- Number of attendees (approximately \$649 per team member)

If there is someone else on your team I should reach out to, please let me know.

Thanks,  
Barb

## TIPS

- Write more conversationally
- Avoid buzz words
- Break up long paragraphs
- Shorten content and create proof points
- Bold important people and phrases
- One call-to-action per email

**Keep Your Messages  
Short & Sweet.**

# Long vs. Short Email

**Subject: 2025 Scheduling Onsite Flu Vaccination Clinic**

Hi Amber,

I hope you are doing well! It's that time of year again – we are beginning the scheduling process for your Fall flu clinics! Last year your clinic was held in September and 31 people participated. If you are ready to get a date on the calendar you are welcome to call or simply reply to this email with the information below and we will work hard to accommodate your needs.

Quick Response Form

Total number of Employees at your location(s):

Any changes to your insurance plans?:

Preferred days of the week?:

Preferred times (i.e. to accommodate shift changes)?:

We are never too busy for referrals! If you know anyone that would benefit from our services, please have them reach out to us directly.

Thank you, we look forward to serving your organization again this year!

Brenda

**Subject: Time to book your flu clinic**

Hi Amber,

I hope all is well. The flu season will soon be upon us, so now is a perfect time to schedule your flu clinic.

Last September, you had 31 participants.

To get you scheduled, all I need to know is:

- Total number of employees at your location(s):
- Changes to your insurance plans:
- Preferred day of the week:
- Preferred times (i.e. to accommodate shift changes):

Thank you, and we look forward to serving your organization again this year.

Brenda

## TIPS

- Avoid exclamation points
- Break up long paragraphs
- Use bullets whenever possible
- Eliminate every unnecessary word
- One call-to-action per email

Exercise

Be more Concise



## Removing Every Unnecessary Word:



After booking a ticket to Dallas from a travel agent, I packed my bags and arranged for a taxi to the airport. Once there, I checked in, went through security, and was ready to board. But problems beyond my control led to a three-hour delay before takeoff.

## Removing Every Unnecessary Word:



My flight to Dallas was delayed  
three hours.

Q:

**How long should your message be?**

- a) Less than 100 words.
- b) Between 100 and 200 words.
- c) Around 250 words.

Hi John, I wanted to take a moment to touch base regarding the ongoing development of the [Project Name] and some important scheduling considerations that we need to keep in mind as we move forward. As you know, this project has been in the planning stages for quite some time, with multiple stakeholders involved, including the general contractor, subcontractors, architects, engineers, and, of course, the client. Given the complexity of the scope and the various moving parts, I felt it would be beneficial to provide some additional background to ensure everyone is aligned before we move to the next phase.

When we initially reviewed the project timelines during our pre-construction meetings last quarter, there was discussion around potential delays due to permitting challenges and material lead times, particularly for specialty items such as the [specific material], which has a significantly longer procurement window than anticipated. Additionally, weather-related disruptions over the past few months have contributed to some unforeseen scheduling adjustments, which have required us to reassess certain aspects of the project timeline.

Furthermore, I know that there were some concerns raised regarding labor availability, especially with the increased demand for skilled trades in the region. Given the current market conditions, ensuring that we have the right personnel in place to meet our targets has been a top priority. I have been in ongoing discussions with our trade partners, and while we do anticipate some constraints, we are working through potential solutions to mitigate any disruptions.

Additionally, there have been updates to the site logistics plan that were discussed in our last coordination meeting. Some changes have been made to the staging areas, and it will be important for everyone to review the updated site maps to ensure compliance with safety regulations. I have attached the latest version of the logistics plan for reference.

With all of that in mind, I wanted to bring your attention to an upcoming scheduling requirement that we need to address. The window for concrete pours is tightening, and in order to maintain progress on the critical path, we need to confirm whether your team is available to complete formwork installation by the end of next week. If there are any issues that might prevent meeting this timeframe, please let me know as soon as possible so we can adjust accordingly.

Let me know your thoughts on this, and please confirm your availability by the end of the day tomorrow so we can proceed with the necessary adjustments if needed.

Looking forward to your feedback.

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Let me know your thoughts on this, and please confirm your availability by the end of the day tomorrow so we can proceed with the necessary adjustments if needed.

Looking forward to your feedback.

Thanks, Pete



Hi John, I trust all is well since we last connected. Because I know you're committed to keeping the [Project Name] on schedule, I'm reaching out to confirm your team can complete formwork installation by the end of next week.

This is critical to maintaining the concrete pour timeline. If you anticipate any delays, please let me know by the end of the day tomorrow so we can adjust accordingly.

A few site updates to share with your team:

- Staging Areas: Adjusted to accommodate increased material deliveries. Ensure your team reviews the updated layout before arrival.
- Access Routes: Heavy equipment will be moving through the west entrance—plan accordingly for crew and material access.
- Safety Protocols: New pedestrian walkways have been designated near the foundation area.

Let me know if you have any questions. Looking forward to your confirmation.

Thanks,  
Pete



Exercise

# Find the Issues



Dear [Recipient's Name],

I wanted to reach out because there are a lot of moving parts on the [Project Name] right now, and I think it's important that we're all on the same page before things start falling through the cracks. We've already seen a few issues with coordination across trades, and if we're not careful, this could turn into a massive scheduling nightmare.

One of the biggest concerns is that deliveries keep arriving at the wrong times, creating a mess on-site. Just yesterday, we had crews standing around because materials weren't where they needed to be. We all know how frustrating and costly that can be. Additionally, I've heard complaints about access routes being blocked and certain teams not following the agreed-upon staging plan. We really need to tighten this up before it turns into a disaster.

Another issue that keeps coming up is safety. It's no secret that if people aren't following protocol, someone is going to get seriously hurt. We've already had near misses because people aren't paying attention to the designated walkways. Does your team understand the importance of this, or do we need to have another conversation about why safety comes first?

How do you propose we fix these issues before they become a bigger problem? I'd appreciate some input so we can prevent further delays. Let me know your thoughts, and hopefully, we can turn this around before it gets worse.

Thanks,



**Write Smart,  
Actionable Subject  
Lines.**

Q:

**What's a good email subject line:**

- a) Checking in
- b) Following up
- c) Idea for you

# What Matters Most: Subject Lines

- Trigger a strong positive, actionable emotion.
- Make it clear what we want readers to do.
- Spend half the time it takes to write the email on the subject line.
- Make it useful and relevant—“Our meeting.”

# High Performing Subject Lines:

- Quick question
- Time to talk
- A few reminders
- As promised
- Getting started...
- There's still time

Exercise

# Subject Lines



**ONE CALL-TO-ACTION.**

# The Call-To-Action:

- Make it stand out.
- Boldface your link.
- Use white space to offset it from the other text.
- One (possibly two) call-to-actions per email.

# Top Email Adjustments:

- Make subject lines actionable.
- Eliminate every unnecessary word.
- State the benefit or priority to the reader right away.
- Use presumptive questions rather than questions.
- Avoid emotionally charged words.
- Cut email thread, summarize and make it easy for your reader.

**RIGHT-WAY REWRITES.**

Subject line: Checking in

Hey, Steven! I thought I'd reach out since I haven't heard back from you.

I know you seemed interested the last time we talked, and I'm guessing you've been busy.

But I would really appreciate it if you could let me know whether you received the materials I sent and if we can talk soon.

Thanks,  
Rebecca

Subject line: Have you given up on us working together?

Hi Steven,

Because I want to give your project the attention it deserves, please let me know if you're ready to move forward.

All we need is a realistic next step, and you'll be on your way to a <<insert benefit>>.

If you've decided to go in another direction or need more time, please let me know so I can free up the resources I'm reserving for you.

Thank you,  
Rebecca

## TIPS

- Avoid phrases that scream of desperation.
- Be prepared to offer an almost-goodbye.
- Write for the reader, not yourself.

Hi Abby,

We cannot accept mismatched components on our appliances. They must have a consistent look on similar visible parts to maintain our premium brand perception. Please go back to the supplier and push them to match existing.

-Michael

Hi Abby,

Thanks for the clarification. Because we have a premium brand perception, it's important that visible parts have a consistent look.

Please let the supplier know they need to match existing components on our appliances.

Thanks,  
Michael

## TIPS

- Avoid emotionally charged words.
- Choose words that promote favorable perception of you and your reader.

# **AUTHORING PROOF POINTS.**

# Authoring Proof Points:

- Describe a before/after scenario.
- Demonstrate ROI to making a change.
- Include examples of how others use your product or services.

# Authoring Proof Points:

- Always focus on a business drivers
  - Costs, retention, compliance, profit
- Add a timeframe whenever possible

# Authoring Proof Points:

- Delivered a set of 26 mission critical applications 7 months sooner than expected.
- Led activity that increased employee engagement scores by 19% in just four days.
- Shaved 375% off allocated project time by streamlining training efforts.
- Saved \$10K a year by consolidating vendors in just 11 weeks.
- Presented findings to executive team, resulting in work on six new projects.

## Writing a “Cold” Email

Build **rapport & credibility,**

Demonstrate **proof points,**

Close with a **call to action.**

# Cold Prospect Email

**Re:** Getting started...

Hi Dan—

I enjoyed talking with you yesterday about your leadership goals.

From my work with CEOs, I know it's tough to grow revenue when you're dealing with disgruntled employees.

In just four months, I increased a Fortune 100 executive's approval rating from 78% to 94%, which allowed him to significantly increase productivity.

It would be an honor to help you get similar results.

Here's a link to my calendar --> to [schedule a call](#).

Thanks,  
Melissa

# Warm Internal Email

**Re:** Getting started...

Hi Dan—

I enjoyed talking with you yesterday.

Because my team has already reduced costs by 43% on the XYZ project, I know we'll be a great complement to your ongoing efforts.

Right away, we can save you time by ...

I'll give you a call later today to discuss next steps.

Thanks,  
Melissa



## Need Help?



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