

Write 'sticky' emails

with

Eleanor Shakiba

Director, Think Learn Succeed



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learn?
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“Smart training for clever people”

Want people to pay more attention to your emails? Here are four ways to make your message stick

Email used to be a fast and effective way of communicating. These days, many people feel overwhelmed by the number of emails they receive. This makes it harder to get *your* emails noticed, digested and actioned. So what can you do? Here are four email tips I give participants in my NLP-based communication skills courses.

Write compelling subject lines

Fifty characters stand between you and success. That's how much space you have to compel your reader to open your message. Five ways to extract value from your subject lines are:

- Addressing a specific need or question of the reader
- Selling the benefits of opening your message
- Creating a sense of urgency
- Sparking curiosity
- Using action-focussed words

Put the bottom line at the top

Start with the information most people put last – what needs to be done, what has been decided, how to solve a problem. This drives home the relevance of your message – so the recipient continues reading.

Use the first three lines of your email to grab attention. Do this by outlining one of the following:

- The benefits of reading your message
- Action the reader needs to take
- How you've solved the reader's problem

Fit the message to the screen

Most people don't read past the first three lines of an email. The shorter your message, the more likely it is to be read. Assume your reader won't scroll down. This forces you to write concisely. If you *really* need to include lots of information in a message, attach it in a separate document.

Cater to skim readers

Space your text out so that it is easy to read. This means using lots of white space. Chunk your information into sections. Bold or underline section headings. Use dot points to strategically.

Book communication skills trainers to run a course for your team.

Contact us now.

Success Snapshot

Megan Hills interviews

Cecile Ferre

Head of Digital Production
TBWA\TEQUILA\AUSTRALIA



Advance your career online

“Online self-promotion was integral for taking my career from one side of the world to the other!” Cecile laughed. Born and raised in France, Cecile built her career over 14 years in the UK. The GFC hit and she found herself pitching to headhunters and companies in Sydney. While Cecile specialises in digital marketing, recruitment online is fast becoming the norm across the world.

“To win the TBWA job, I first introduced myself through connections and sent the link to [my LinkedIn public profile](#). When they showed interest, I emailed my CV and then had three interviews via [Skype](#). The fourth interview was face-to-face. By then they already had the contract drawn up.”

“Recruiters looked at my LinkedIn profile to check common connections and see who has recommended me. They may even have called one of my LinkedIn connections for a reference without my knowledge.”

“A headhunter also looked me up on Facebook. I suppose they wanted to know who I hang out with socially – maybe see if I get drunk every weekend! Fortunately my public social profile works in my favour. Recruiters, employers and clients can check you out on Twitter too. One of my employees once tweeted a complaint about a client and it seriously affected the relationship... within hours! This proves how naive some people are about how social media can affect their career.”

Cecile’s top three tips for promoting yourself online

1. When writing up your LinkedIn profile...

(or any online public profile) have all your target audiences in mind. Headhunters, future employers and employees and clients could be checking you out any time.

2. Your online profile should complement your CV

It should not be a mere copy of your CV. It must be concise, have impact and say something more about you - e.g. How well connected are you?

3. Use Facebook and Twitter to your advantage

These profiles can say as much about you as your LinkedIn profile - and could be checked out too, so beware what you write!

What Cecile Ferre says about Eleanor Shakiba

“Eleanor is always easy to chat to. She makes you feel comfortable and is very perceptive about people in general – great strengths for a professional trainer.”

Book influencing skills trainers to work with your team. [Contact us now.](#)

Create awesome newsletters

Real Life Success Story

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Angela was in charge of producing her team’s monthly newsletter. The task was a nightmare.

Angela worked for a Melbourne-based retail company. She wished she’d never started the newsletter. She was running out of ideas for stories, team members failed to produce their contributions on time and formatting the document took ages. Now it seemed clients weren’t reading the newsletter anyway! Angela came to Think Learn Succeed for coaching in effective writing skills.

Her coach gave Angela several tips, which you can use to create newsletters with the WOW! factor, too.

1. Write in batches

When you’re busy, it can be hard to find time to produce your newsletter. You can overcome this problem by writing 12 editions of your newsletter during quiet periods. That way, you have a year’s worth of articles stockpiled. All you need to do is distribute them each month. This trick will guarantee that your newsletter goes out on time every month.

2. Create a template

Your newsletter needs to have a consistent theme. This is easy to maintain if you create a template for each page. Have the template professionally designed, so that all you need to do is add words and graphics each month. This helps you produce a quality product that people will look forward to receiving.

3. Aim to help, not sell

Think about your readers’ real problems. Give them tips and useful information, rather than ‘selling’ your services or products. For example, a swimwear shop owner might write a newsletter about beach safety. This is much more likely to be passed on to readers’ contacts than a newsletter that focuses on stock held in the shop.

4. Build interest with questions

If you’re emailing your newsletter, you need to create a catchy email title for each edition. An email headed “newsletter” will be deleted more often than one that poses a question. For example, you can foster curiosity by titling your email “Does your boss take you for granted?” This is far more engaging than using the line “How to make a good impression at work.” You’ll also find that people write back to you when you start your newsletter with a question. What a great way to stay in touch!

Angela put all these ideas to use immediately. She now enjoys the job of producing her newsletter each month.



What's New

MARCH 2011

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"Smart training for clever people"

Learn More About It

The Psychology of Influence

Learn the secrets of persuasive people. Discover how to use influential language and "power words" to direct a conversation. Hear how to persuade others to buy-in to your ideas. See the moves that add impact to your non-verbal message. This is a course for skilled teams who want smarter communication skills.

Read course outline.

Where to see Eleanor Shakiba

29 March: **Influence, Persuade and Negotiate** [Wollongong](#)

30 March: **Mesmerise Your Audience** [Wollongong](#)

2, 9, 16 April: **Communication Excellence with NLP** [Sydney](#)

19 April: **New Skills for Teamwork** [Wollongong](#)

20 April: **Think Like a Genius** [Wollongong](#)

Or book your one to one session with Eleanor. Call 0433 126 841

Free Resource For You

Beating Writer's Block Podcast

Writing great emails and newsletters is much easier when you get into flow. This podcast helps you do exactly that. Download it now and learn how to enjoy writing compelling text.

Download now

About Think Learn Succeed

We teach people to create, relate and negotiate. If you need team training, we can create a customised session. If you want individual coaching, we'll deliver it by phone or face to face.

Contact us now to find out how we can help.