☑ CHECKLIST:
BEFORE YOU PRESS "SEND"

You send (and receive) a number of emails every day. When it counts, make sure you're communicating professionally — and well! Before you press "send" on that next email, ask yourself these questions.

☐ **Should I even be sending this email?**
- Would a phone call or face-to-face meeting be a better way to communicate?
- Am I communicating information that needs to be communicated?
- Am I sending this in a calm, professional state of mind?

☐ **Have I considered who will be reading this?**
- If I'm communicating with a client, have I eliminated technical jargon or explained key terms?
- Is my tone professional and appropriate for my audience?
- Have I removed "text-speak" and emoticons?
- Have I eliminated any emotionally charged language?
- Am I sending this to the right people?
- Have I acted appropriately with regard to confidential information?

☐ **Have I considered my reader's time?**
- Have I broken my text into multiple paragraphs?
- Have I used bullet points when possible?
- Have I eliminated unnecessary words and phrases?

☐ **Have I used a meaningful subject line?**

☐ **Have I checked that attachments aren't too large?**

☐ **Is my use of a "high-priority" designation appropriate?**

☐ **Have I run spell-check?**

☐ **Have I proofread the email?**

active voice
COMMUNICATIONS