

## **Happy Emailing Introduction Video Transcript**

- I recently took to social media and asked people, what frustrates you in professional emails? Within an hour, I had hundreds of comments and stories about workplace problems that involved emails. People respond passionately when they receive emails that don't follow certain principles of business communication and email etiquette. Because the truth is, your emails are tied to your professional brand. Everything about them, the seemingly tiny details, from tone, to formatting, to general practices, get associated with your personal identity. Hi, I'm Dr. Daisy Lovelace. I'm a business school professor and corporate consultant. In my work, I've seen firsthand how email communication can make or break professional relationships. If you want to make sure your emails present you in the best possible light, join me for some quick tips on LinkedIn Learning.