

## Happy Emailing Using Appropriate Language Video Transcript

- Want to be known for writing great email? Start by becoming a great conversationalist. A great conversationalist knows that their message is only as interesting or valuable as the audience thinks it is. So if you come across as a know it all or confuse the listener whatever you've said is pointless. It works the same in email. Business emails are not the place to show off how much you know about a topic. In fact, we want to be very careful about keeping emails simple and straightforward. One reason for this is email can very easily be misinterpreted. Another reason is your reader is likely distracted and juggling multiple priorities when they open your message. Here are some tips to keep a reader friendly tone in your emails. Number one, use simple language. There's no need to show off how advanced your vocabulary is, if you can use a one-dollar word there's no reason to use a ten dollar one. Now as someone who goes back and forth between academic and business settings, I can attest that clear and simple language is far more effective, especially in business settings. Number two, avoid clichés, jargon, and buzzwords. If it wouldn't come across naturally in conversation, don't put it in your email. If I have to pause to look up the definition of something, I'm most likely going to put off your email till later. Number three, use contractions. Now this is probably something an English teacher told you not to do when you were in school. And if you were writing an academic paper, I wouldn't recommend it. But because business writing is conversational some of the rules and practices are a bit different. Contractions are consistent with our everyday speaking patterns and they help us economize on the number of words or characters you're using. Okay, I have one bonus tip for how to write an approachable email, read your message out loud. Does it sound like you? Does it sound how you would sound if you were talking to a colleague at the coffee machine? If not, make adjustments.