



# AVOID

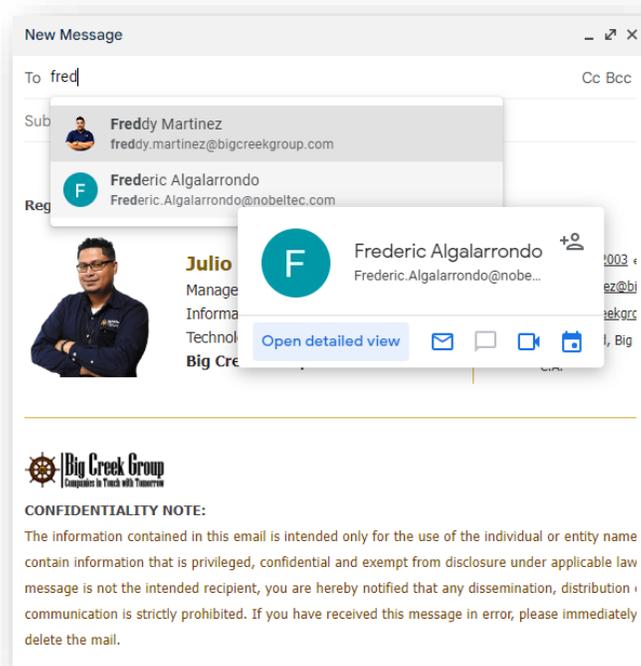
## The Most Common Email Mistakes

# OVERVIEW



Email is one of the primary ways we communicate, both in our personal and professional lives. However, quite often we can be our own worst enemy when using email. Here are the most common mistakes people make with email and how to avoid them.

# AUTO COMPLETE

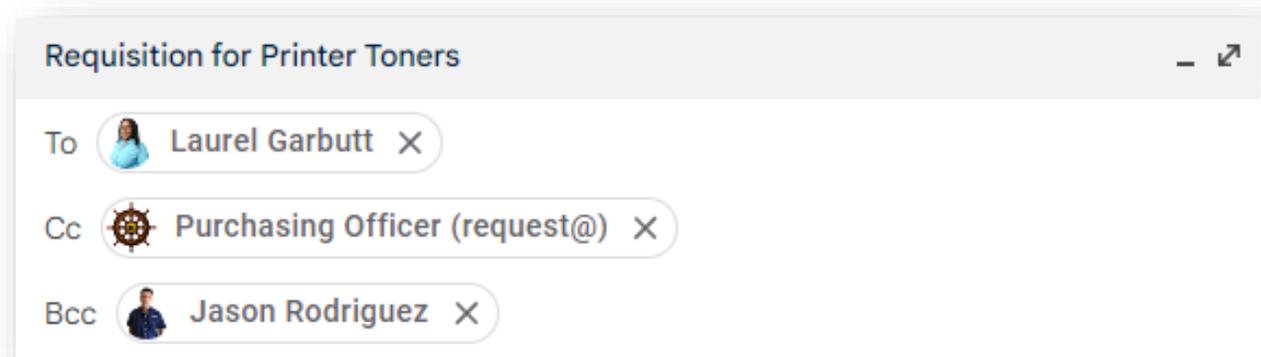


Auto-complete is a common feature in most email clients. As you type the name of the person you want to email, your email software automatically selects their email address for you. This way you do not have to remember the email address of all your contacts, just their names.

The problem is when you know people that share similar names, it is very easy for auto-complete to select the wrong email address for you. For example, you may intend to send a very sensitive work email to “Freddy Martinez”, your co-worker, but instead auto-complete selects the email address for “Frederic Algalarrondo”, who works at Nobeltec. You end up sending a sensitive work email to someone you barely know.

Always double check the name and the email address in any sensitive email *before* you hit send. Another option is ‘add’ the recipient’s email *after* you have drafted your message, ensuring you selected the intended individual.

## MISUSING TO/CC AND BCC FIELDS

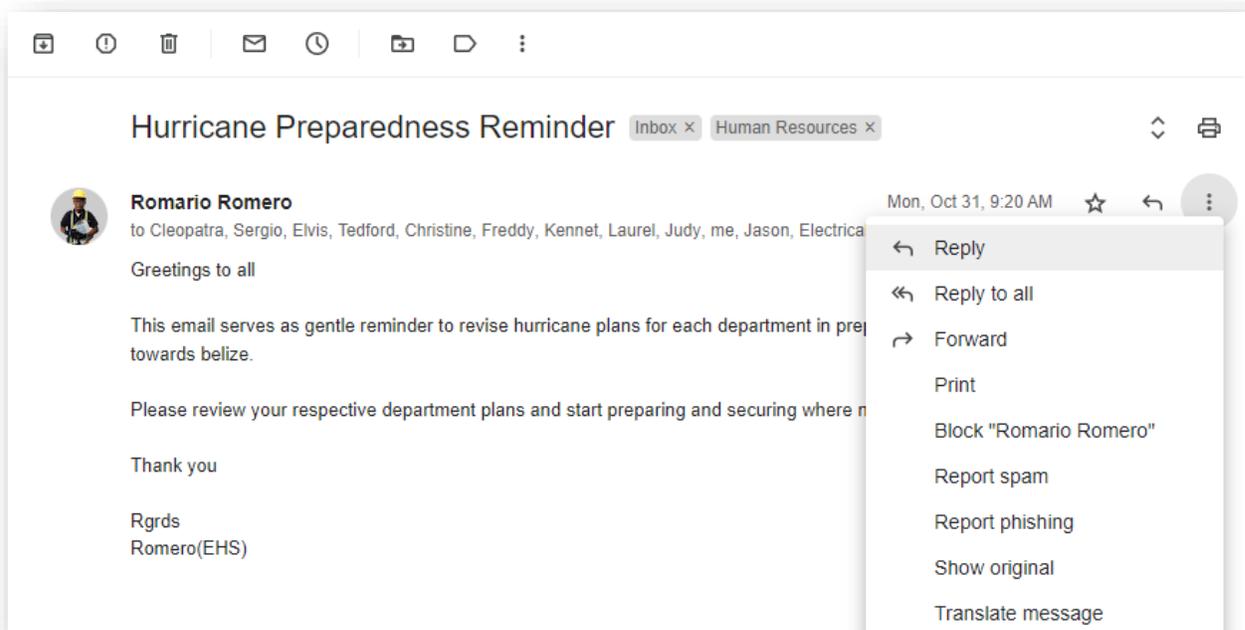


When choosing the recipient, you have three options: **To**, **Cc** and **Bcc**. The default option is To but what about the other two?

**Cc** stands for **carbon copy** — a copy of this email will be sent to a Cc address and all the recipients can see each other. Use Cc when you want to add meaningful contributors to a conversation or keep those people in the loop.

**Bcc** stands for **blind carbon copy** — a copy will be sent to a Bcc address but no recipient from the To and Cc fields can see it. Bcc is like the incognito mode. If the Bcc address replies though, it gets found out.

# REPLY ALL



When someone sends you an email and has CC'ed people on the email, you have to decide how you want to reply: just to the sender or to everyone that was included on the email via Reply-All. If your reply is sensitive, you most likely want to reply only to the sender.

However, be careful as it's very easy to mistakenly hit "Reply-All," which means you would reply to everyone on the email. Once again, whenever replying to a sensitive email, always double check who you are sending the email to *before* you hit send.

*"Imagine you want to tell your wife she looks beautiful today but you also tell it to your ex-wife and her new boyfriend Dellon. That's "Reply all" in real life.*

*Unless you mean it, blasting an email to everyone will be a huge distraction and a cause of annoyance for others."*

## EMOTION



Never send an email when you are emotionally upset--it could harm you in the future, perhaps even costing you a friendship or a job. Instead, take a moment and calmly organize your thoughts. If you need to vent your frustration, open up a new email (make sure there is no name or email address in the TO section) and type exactly what you feel like saying. Then get up and walk away from your computer, perhaps make yourself a cup of coffee or go for a walk.

When you come back, delete the message and start over again. It may even help to have a friend or co-worker review your draft response objectively before you send it. Or better yet perhaps once you have calmed down, pick up the phone and simply talk to the person, or speak face to face if possible. It can be difficult for people to determine your intent with just an email, so your message may sound better on the phone or in person. Remember, once you send that email, it exists forever.

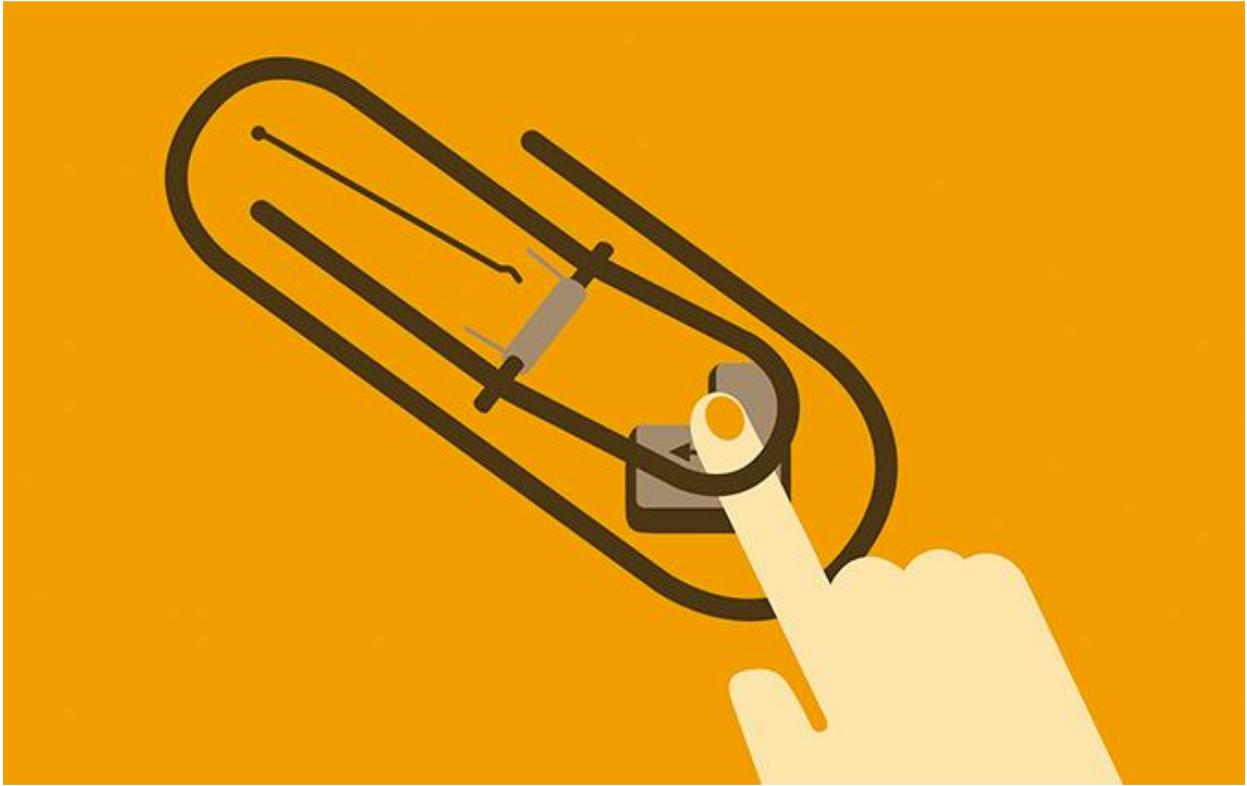
# PRIVACY



Finally, email has few privacy protections. Your email can be read by anyone who gains access to it, similar to a postcard sent in the mail. Your email can easily be forwarded to others, posted on public forums, released due to a court order, or distributed after a server was hacked.

If you have something truly private to say to someone, pick up the phone and call them. If you are using your work computer for sending email, remember that your employer may have the right to monitor and perhaps even read your email when using work resources.

## ATTACHMENTS



If you're attaching documents to your message, double-check that you've attached the correct versions of the correct files before sending.

This mistake may happen when you're in a rush. It's understandable: similar document names, the same pics in different formats, a misclick. A double-check should be enough to prevent this mistake.

## LATE-NIGHT MAILING



Let's imagine you want to see what's going to happen if you send a newsletter late in the evening rather than around noon. That's a great idea because time is one of the factors affecting key email metrics. But it's also important to know where the limits are.

The main issue around late-night emailing is that they are rude — who's going to buy from a brand that sends messages at 2:43 am, especially if the notification bleep wakes the recipient up?

A more practical and respectful solution is to schedule emails.



## CONCLUSION



- Proofread before sending. A second look will help you spot mistakes. A useful habit is to read a text aloud. To sharpen your writing, install **Grammarly** — a browser extension that highlights typos.
- Check for readability. Use **Hemingway Editor**, a free resource that rates your text in terms of how easy it is to read.
- Don't rush. Writing an email when in a hurry is an invitation to disaster: typos, wrong attachments, excessive emotions, etc.
- Add recipients last. This will prevent you from accidentally sending an incomplete and unchecked email.
- Double-check attachments.
- Write useful emails. Last but not least — no number of exclamations, capital letters and emojis will save an email that recipients don't find helpful. Make value your priority.