

CONTENTS

INTRODUCTION ASSESS YOURSELF

1. THE AGE OF E-MAIL	1	4. LOOKING GOOD ONLINE	51
The impact of e-mail on business	2	Seven deadly sins of message preparation	52
Consequences of e-mail	4	CC and BCC	53
Why do we love e-mail?	7	SMART subject lines	54
Handheld electronic devices	9	Greetings (or salutations)	58
E-mail enhances efficiency	11	Ending your message	62
International considerations	12	Signatures	63
Interacting with groups on the Internet	13	Final thoughts on greetings and closings	65
Star Tips for making the most of e-mail	15	Disclaimers and confidentiality clauses	65
2. THE PITFALLS AND THE POTENTIAL OF E-MAIL	17	Attachments	67
Seven deadly sins of working with e-mail	18	Star Tips for looking good online	69
What can go wrong with e-mail?	18	5. WRITING GREAT E-MAILS	71
Why don't we love e-mail?	20	Seven deadly sins of business writing	72
Top 10 complaints about e-mail in practice	24	Traditional versus modern business writing	73
When not to use e-mail	28	What goes wrong in written communication?	75
Think twice before you hit 'Send'	31	The ABC of modern business writing	76
Turning problems into potential	32	Benefits of the ABC approach	79
Star Tips for maximising the potential of e-mail	35	Six rules of good writing	80
3. MANAGING YOUR MAILBOX	37	Compose CLEAR messages	88
Seven deadly sins of e-mail management	38	Do you down-edit?	90
'You've got mail' flow chart	39	Star Tips for writing great e-mails	93
Receiving mail	40	6. PLANNING AND STRUCTURING YOUR MESSAGES	95
Processing mail	40	Seven deadly sins of planning and structuring your messages	96
Auto-reply messages	44	Seven steps to success in planning messages	96
Using folders	45	The Four Point Plan for structuring messages logically	100
Using filters (or rules)	46	The Four Point Plan in practice	104
The benefits of being organised	47	Using lists and bullets	106
Star Tips for effective e-mail management	49	Star Tips for planning and structuring messages	109

7. CREATING BONDS AND DEVELOPING RAPPORT	111	9. PRACTISING SAFE E-MAIL	145
Seven deadly sins of online communication	113	Seven deadly sins of e-mail abuse	146
Using e-mail to build relationships	113	Who goes there? Friend or foe?	146
Creating a real bond	114	Scam spam or hopeful spam?	149
Tips for building great relationships	117	Spam filters	151
Let your readers sense your smile	119	Flamers and trolls	151
Why should you care what people think?	120	Mail bombing	152
Keeping it courteous while keeping it brief	122	Chain letters	153
E-mail can affect careers	124	Hoaxes	154
Star Tips for creating bonds and developing rapport	125	Snooping	155
		Harassment	156
8. NURTURING YOUR E-MAIL NETIQUETTE	127	Jokes and cartoons	156
Seven deadly sins of e-mail netiquette	129	Star Tips for practising safe e-mail	157
Spruce up your cyber-grammar skills	129		
Perfect your punctuation	130	10. SAFETY AND SECURITY	159
Practise your positivity	133	Seven deadly sins of e-mail safety and security	160
Use active not passive voice	134	Is my e-mail secret?	160
Electronic emotions	136	Why is security an issue?	162
Abbreviations	138	Controlled access	162
Netiquette — A summary	139	Encryption	163
Last word on netiquette	141	Digital signatures	165
Star Tips for nurturing your e-mail netiquette	143	Digital certificates	166
		Other techniques to protect your messages	167
		Computer viruses	167
		Star Tips for e-mail safety and security	172

INDEX
ABOUT THE AUTHOR