Building Rapport Through Email

How to communicate through email easily & effectively

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Who Needs E-mail Manners?

Email is now the most common form of business communication. And yet, few people have received any formal training in how to write and respond to emails effectively.

E-mail Manners is simply a set of guidelines that help you to:

1. Use technology properly so that you are taken seriously.

2. Understand that your e-mail activities and efforts (or lack thereof) will impact those you communicate with.

3. Communicate with clarity and courtesy so that you are a pleasure to communicate with.

The purpose of email is to get your message across clearly to the people who need the information you are providing. To help with this please remember:

- an email is of no use if it’s not read;
- people are busy and don’t want to receive irrelevant emails;
- emails are more effective if written simply;
- the laws applying to copyright, harassment, obscenity and defamation apply to emails (sending or forwarding one libellous or offensive remark in an email can result in a court case against you and your employer),
- on some occasions it is better to speak directly to someone.

These guidelines on email manners are designed to assist in communicating effectively.

Enjoy!
Carol Fox
Building rapport through email: the easy way!

Emails are the most common form of business communication today so they provide a wonderful opportunity to build rapport with those you communicate with through this medium.

Here are 3 key secrets to building rapport through email:

**In An Email, Mirror:**

1. **Salutation & sign-off**

2. **Words**
   Notice key words and phrases they use and reflect them in your return email

3. **Layout/body of email:**
   Mirror their layout, the way the words are set out, or run together, as well as the number of spaces they leave between lines.

Of course we will be covering many other guidelines in this session – these are the key secrets though.
How do you communicate?

Everyone communicates using a distinct combination of styles. That’s right. Despite the billions of people in the world there are four communication preferences: visual, auditory, kinesthetic and factual.

With each of these communication preferences comes a different model of the world and therefore a different email style. The Visual communicators like emails to look nice, the Auditory communicators like emails to sound good, the Kinesthetic communicators like their emails to be warm and friendly and the Digital or factual communicators just get to the point with the facts and figures.

Have you ever met someone and just ‘clicked’. You probably felt like old friends and chatted comfortably. That’s probably because they shared your communication preference. Quite literally that means they used words, images and gestures that you could really relate to. In essence, they spoke your language. And since you spoke theirs, communication flowed easily and effectively.

Yet the reverse is also true. When you’ve encountered someone with a different communication preference, you may have found it difficult to talk to them. Did they bore you with details? Was their speech too fast? Too slow? Or did they simply not stop for breath? Whatever your communication gripe, the real issue is that they weren’t speaking your language.

And your preference isn’t limited to the spoken word; it shows through in your writing too. Have you ever felt miffed that someone replied to your long and friendly email with a seemingly terse three lines? That’s no indication of how they feel about you; it is though, an indication that their communication preference is different.

Once you can recognise someone’s communication style, you can talk to them in their language. And you’ll also be able to interpret what they are really saying. Goodbye misunderstandings. Hello effective communication.

*Reference: “Be a Charismatic Communicator” – Carol Fox & Kathryn Gorman
The communication preferences

- Visual
- Auditory
- Kinesthetic
- Data Digital
The different communication preferences: sample emails.

1. To: b.bailey@pacnet.com  
   From: jjones@blt.com  

   Hi Beth,  
   Great to see you the other day! Thanks for showing me the proposal.  
   It looks great and is very clear and easy to follow! Would appreciate you showing us a  
   further breakup of the costs. Want to clearly see the vision of this proposal!!  

   See you soon,😊  
   Jeremy Jones

2. To: b.bailey@pacnet.com  
   From: jjones@blt.com  

   Received your information re proposal.  
   Please indicate further details of cost for our examination.  

   JJ  
   Jeremy Jones  
   Director, BLT Inc.

3. To: b.bailey@pacnet.com  
   From: jjones@blt.com  

   Hi Beth, How are you? Thanks for giving me the proposal. When you get a chance,  
   could you please send me a further breakup of the costs so that our team can get a  
   grasp on them. I will enjoy meeting with you again after that, so that I can share with  
   you people’s feelings in relation to the changes. Things are going great and we are  
   really happy to have your support here. Thanks again Beth. Warmest Regards, Jeremy

4. To: b.bailey@pacnet.com  
   From: jjones@blt.com  

   Hello Beth,  
   Great to hear from you. Thanks for the proposal. It sounds great. Would love to talk  
   with you further about the costs so that we can tune into them more closely.  
   Hear from you soon,  
   Jeremy Jones
Email Manners

Please remember:

- Never send an email in anger
- Never ever write in CAPITALS or in red.
- Once an email has been sent it can’t be recalled.
Before you “click”
email manners checklist

✓ I have acknowledged receipt of an email – especially when I can’t get to it swiftly

✓ I have ensured the Subject: field of my e-mail is clear, concise and relevant. (no capitals)

✓ I have specifically chosen the relevant recipients of this email and used the CC field sparingly. I only send this email to people who need to see it.

✓ My e-mail has a greeting and sign off and my name.

✓ My email is concise and to the point.

✓ I have read over my email before sending it to check spelling and the tone.

✓ I have refrained from using red text or CAPITAL LETTERS to reflect emphasis in my email’s tone.

✓ I have refrained from using too many emoticons and abbreviations that may be misunderstood.

✓ I never send an email in anger
“A champion is someone who is willing to open themselves up to the possibility that there’s more out there for them.”

As Victoria’s first female professional surf-lifesaving lifeguard, a national level swimmer and water polo player, Carol experienced the mindset of champions firsthand.

Her years as a University Lecturer and Executive Director of Victoria Waterpolo confirmed her belief that champions are simply people who’ve found their life’s purpose and who live that purpose with clear focus and happiness.

Carol works extensively throughout Victoria with the Country Fire Authority (CFA) teaching leadership programs and has a particular interest in Women in Leadership.

Her Master’s Thesis: “Women’s Perceived Barriers To Elite Coaching Positions In Australian Sport” was used extensively by the Australian Sports Commission in determining policies for women in sport and has applications in all areas of life.

Carol enjoys sharing effective tools that enhance motivation, productivity, communication and overall happiness in people’s lives.

Clients have included companies and organisations such as:
The Australian Swimming Team, The Country Fire Authority, Australian and Victorian Institutes of Sport, Sacred Heart Mission, Tennis Australia, Victorian Eye & Ear Hospital, British Swimming Team, MacDonald’s Restaurants, Local Governments, Rotary, financial institutions including CPA and AFL Teams.

Professional qualifications:
- Bachelor of Applied Science
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