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11 FOOLPROOF TACTICS TO BECOME AN  
**EMAIL**  **NINJA**



Legend tells of a lone ninja that discovered the very secrets of pure email efficiency.

His students were disciplined and many, and they spread these productivity tips around the world to those with open mind and pure heart.

Come young grasshopper, as we share the

# **11 FOOLPROOF TACTICS TO BECOME AN EMAIL NINJA**

**TIP 1: ANSWER  
THE BASIC  
QUESTIONS**



According to Entrepreneur.com, Guy Kawasaki pointed out that every email needs to cover the five simple questions that the reader is inherently asking. Who are you? What do you want? Why are you asking me? Why should I do what you're asking? What is the next step? Keeping it down to these questions means that you're including all the information the receiver needs and doing away with everything else.





We've covered answering the basic questions, but what about when you have one of your own? It shouldn't take a detective to figure out what you're asking. A run-on question can often be misleading and impede email comprehension. Simple questions make sure that your requests can be understood and followed up on.



TIP 3: **INCLUDE  
DESIRED ACTION  
IN SUBJECT LINE**

For inter-office emails, including the action that the reader should take can help them prioritize the email and ensure that nothing important is missed.

- Should it just be read?
- Read and responded to?
- Does the reader need to take other actions?

A simple and descriptive subject line can help save time and confusion down the line.

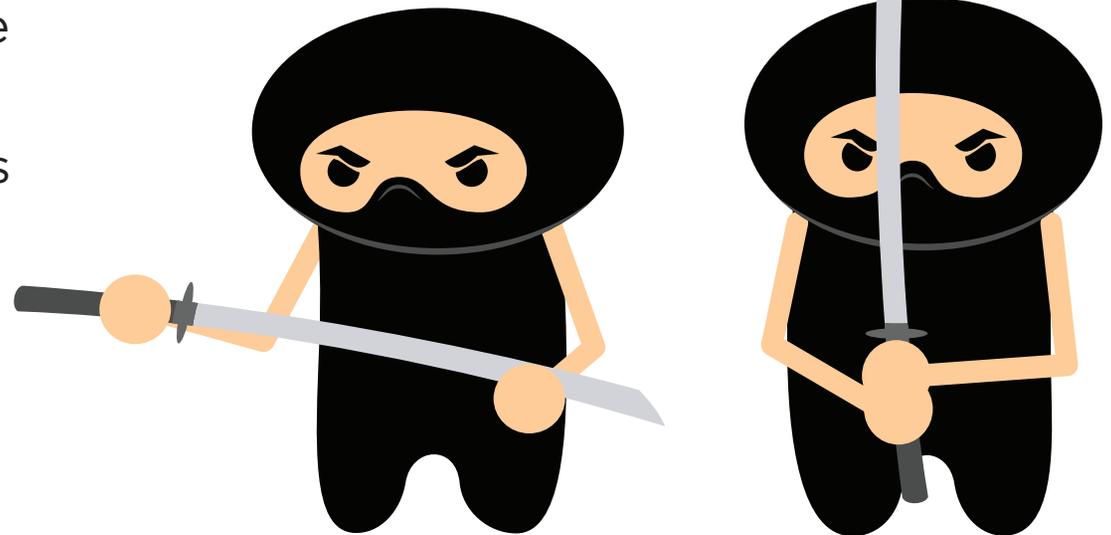


TIP 4: **INCLUDE  
ACTIONS  
EARLY IN YOUR  
MESSAGE**



For the most part, business emails are always about the action. Return this. Do that. File this away. Along with adding the main action in the subject line, mention it again at the beginning of the message to remind them what's needed.

While this really ought to go without saying, it certainly bears repeating: In the age of instant communication, where an errant message can make it halfway around the world before you realize your mistake, always make sure you're sending messages to just the people that need or want them. Checking your CCs ensures that sensitive information doesn't make it into the wrong hands, or that blabbermouth Todd from accounts receivable.





**TIP 6: ANSWER ALL  
QUESTIONS ASKED**



When you receive an email with multiple questions, make sure you answer all of them when you message back. When you immediately focus on the first question, sometimes those further down the message can be missed. Read thoroughly and answer completely to make sure that all the information is included.

**TIP 7: DON'T  
LET EMAIL  
INTERRUPT  
YOU**



You need as few interruptions as possible when working, so maybe it's time to turn off the ones that don't matter. Excess notifications in your inbox can clutter things up and make it more difficult to find the messages that really matter.



By restricting emails to five sentences, senders can be sure that they including just enough information to answer the above five questions. Five.sentenc.es, created by web designer Mike Davidson, is an appropriately brief explanation of the theory of the five sentence email and even includes text to paste into an email signature to explain your newfound brevity.

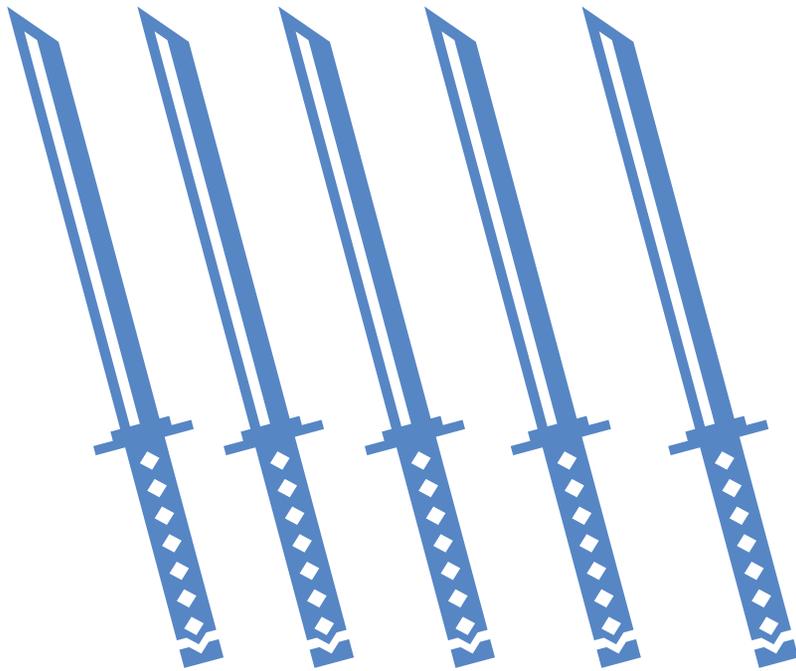
TIP 8: **STICK  
TO FIVE  
SENTENCES**



There's a common misconception that wordiness is somehow equal to intelligence, which would explain the long-windedness of many emails sent around the workplace. However, in a study of 110 Stanford students, excessive wordiness was actually considered to be a mark of a less intelligent author. Now that's something to think about next time you're trying to decide between more or less verbiage.

TIP 9: **LEAVE  
OUT ANYTHING  
EXTRA**

Attachments can be annoying to deal with. They can be corrupted or have the wrong extension, and need to be uploaded again after every revision. However aside from simply annoying, opening email attachments can also be dangerous because of phishing attempts. Ditch the attachment and utilize a cloud based service like Google Drive or Dropbox to ensure that everybody gets exactly what they need, and nothing else.



TIP 10: **LOSE THE  
ATTACHMENTS**



TIP 11: **MAKE  
IT VALUABLE**



**Here's a major one:** Is that email even worth sending? If the message doesn't contain anything valuable, it's probably better left unsent. Leave the inspirational cat memes for your MSN account and try to make sure that you're only sending content with actual business value.

# EMAIL NINJA CHECKLIST



Read this eBook



Answer the basic questions



Keep questions simple



Include desired action in subject line



Include actions early in your message



Watch your CCs



Answer all questions asked



Don't let email interrupt you



Stick to five sentences



Leave out anything extra



Lose the attachments



Make it valuable

Email efficiency is about way more than just effective communication, it can affect every aspect of your company's productivity. Whether its excessive wordiness or unclear questions, there's nearly always something that can be changed for the better about your messages. Taking a closer look at the emails you're sending can enhance productivity, clear up confusion and boost you into true ninja status.

For more information or to start your free 30 day trial visit [sendio.com](https://sendio.com).

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