



## Your Website Coach



### ***Email Netiquette – 6/7/07***

You've launched your website, people are finding you and you are now on the email fast track! You can recall when you weren't quite sure if you'll ever need an email account and now that has become the predominant method of communication between you and your customers. In fact, emails can be considered legal documents. The question is "Do you know email netiquette"?

Before we discuss netiquette, I must stress how important it is to keep up with your business email. Since a number of your potential customers will initially meet you via your website, the manner in which you respond to them is their first indication of how you do business. This means that you must check your emails at least every morning and every evening. If you are asked a question that requires some time and research, let your potential client know that their email has been received and you hope to have an answer for them in *x* days. You must then honor your word and do it. Remember, on the internet, a potential client doesn't have the benefit of seeing your kindly eyes or hearing the peaceful mini-fountain and jazz music wafting through your place of business. In the brick and mortar world, sometimes nice digs and a pleasant atmosphere can help pull focus from less than satisfactory service. On the net – focus will be completely on your service/product and your response time.

One other point that needs to be made is: use your website email and not your personal email for business. Your business appears far more polished when your correspondence is from [you@yourbiz.com](mailto:you@yourbiz.com) instead of [MrFunGuy@hotmail.com](mailto:MrFunGuy@hotmail.com). When I explain this to clients, they frequently respond with "But I don't want to have to look up 2 email accounts...whimper, sniff, sniff." Certainly, you may do as you wish, but your image does take a hit when you use your personal email accounts in business.

- Take Another Look Before You Send a Message. Double check everything you send out. Look for misspellings, grammatical errors and unclear ideas.
- Clean Up Emails Before Forwarding Them. No one wants to see the "wrappers" around Forwards. Simply send the meat of the idea.
- WRITING IN ALL CAPS IS LIKE SHOUTING. See?
- Ask Before You Send Huge Attachments. Believe it or not, there are still a number of businesses on dial-up and a huge attachment can clog up their system.
- Smileys Should Ring an Alarm. You can use them, but *know* your recipient before you incorporate a ☺ into your email.

For the complete list see [email.about.com/cs/netiquettetips/tp/core\\_netiquette.htm](http://email.about.com/cs/netiquettetips/tp/core_netiquette.htm). You may also want to do a search on "email etiquette" to get some really good advice.

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Written by Christine Chubenko, [christine@yourwebsitecoach.net](mailto:christine@yourwebsitecoach.net)