

# Communication Audit: Business Email Messages

Author: \_\_\_\_\_ Message: \_\_\_\_\_ Rater: \_\_\_\_\_

<b>A. Organization &amp; Structure</b>	<b>Facilitate readability and assimilation of your messages</b>
1. Use SUBJECT: headings that telegraph your message's major point or primary content	1 2 3 4 5 6
2. Frontload your messages, placing most important sentence 1st in paragraphs	1 2 3 4 5
3. Limit sentences to 20 words or less to allow readers to rapidly parse & store idea	1 2 3 4 5
4. Limit paragraphs to 2-6 sentences to allow readers to rapidly parse & store ideas	1 2 3 4 5
5. Embed subheadings for easier assimilation (e.g., 1. Proposed change involves xxxx.)	1 2 3 4 5
6. Enumerate requests for easier actualization (e.g., 1. Contact Jane / 2. Send Proposal to)	1 2 3 4 5
7. Include earlier email messages/threads (when responding) to provide proper context	1 2 3 4 5
8. Insert a signature closing, containing full contact information to facilitate follow ups	1 2 3 4 5
9. Use attachments sparingly since the extra retrieval work tends to annoy email users	1 2 3 4 5
<b>B. Writing Style &amp; Tone</b>	<b>Create a professional impression—email lasts forever</b>
10. Add an informal/formal greeting to temper email harshness (e.g. Hello, Jane/Dear Jane)	1 2 3 4 5 6
11. Delete unneeded words/phrases/sentences, creating brief but comprehensive paragraphs	1 2 3 4 5 6
12. Use active voice, containing an actor or agency as the subject performing the action	1 2 3 4 5 6
13. Choose strong action-oriented verbs, replacing weak verbs like is, was, are, be, etc.	1 2 3 4 5 6
14. Use the inclusive "you/your/our" writing attitude to create person-to-person/team style	1 2 3 4 5 6
15. Adopt a professional style, concerned approach, and an easy, conversational tone	1 2 3 4 5 6
16. Adopt reader-focused point-of-view that shows reader's benefits--avoiding writer POV	1 2 3 4 5 6
17. Avoid using ALL CAPS IN PARAGRAPHS since it comes across as an email scream	1 2 3 4 5 6
18. Check mechanics: use standard American grammar, syntax, spelling, and punctuation	1 2 3 4 5 6
Total = 100	
<small>Communication Audits model specific communication dimensions designed to strengthen communication abilities.            Copyright © 2007 • Thomas Hajduk, Ph.D. • Communication Consulting Group • www.ccg-usa.com</small>	