

Effective Email Outreach

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These recommendations are for specifically for outreach emails as opposed to messages for colleagues that you communicate with regularly.

BLUF Bottom Line Up Front: Put your call to action as the first thing in your email

Effective Subject lines: Write detailed subject lines that hint at the content of your message

Attachments: Don't include them or if you must, write a brief description of the relevant info, include the page #

Email Length: Keep your emails brief, a long message should be a phone call, as a rule of thumb try to eliminate the scroll bar

Forwards: Don't forward unless you think it will be of value to the recipient, write a brief description of the content, change the subject line to help the reader, delete the FW: from the subject line

Email Blast: Whenever possible, try your best to personalize outreach emails rather than sending an impersonal out a blast to a large group

Reply All: Just don't

BCC: When introduced to a third party via email, move the person that made the introduction to BCC to drop them out of the conversation

iCal Files: When promoting an event attach iCal files to the promotion email to make it easy for someone to add It to their calendar

Pictures Files in Signatures: It's best not to include them as they don't work well on mobile and can have formatting issues depending on the platform