Emails that get shit done!

Because if they're not doing their job, they're just wasting your time...



How many emails a day are you sending?

writing joy & badassery

The writer-switch

Writers think about:

- Tone
- Level of detail required
- Sounding professional
- Accepted conventions
- "Getting it right"

Readers want:

- Answers to their questions
- (Easily found)
- Concise
- Skim-readable
- No bullshit



To write for modern readers (and all the research supports this), we need to WRITE LIKE A READER



So you can't write an email in the way YOU feel comfortable. It has to realistically address reader needs and behaviour.

joy & bada

So what does that look like?

writing Jjoy & badassery

Hi Mike

How's the week starting for you?

The architect got hold of me last week and gave me some information I think you might be interested in. It has implications which need to be considered by everyone in the project. As you know, we are continually looking for areas where we can find cost reductions and pass on the benefit to you. Some examples of those have been the stiffened raft slab and the considerations of the building enclosures.

At last week's meeting we made what we thought were the final decisions so that we could move to phase two. Even though we thought we had made all the necessary decisions and settled and agreed collectively on those, this new information has potential implications across the board. I think there's value in getting us all around the table again to revisit those decisions based on the new information.

What do you think?

Should we invite the entire project team or do you think we could be more selective and just have certain internal and external stakeholders? I am keen to hear your thoughts as I'm concerned there may be some frustration about this request. Can you let me know some windows of availability you have next week?

Kind Regards John Hi Mike

Hope all's well.

Can you let me know some windows of availability you have for a meeting next week?

Why we need another meeting

- The architect gave me some information late last week
- It has potential implications for the entire project
- We need to reconsider our decisions in light of the new info

The new info

• [Insert high level technical info here]

Can you please

- Let me know when you're available
- Give me your thoughts about who else needs to be invited

Thanks mate John

To make this change:

- 1. Greet
- 2. Connect
- 3. Bottom Line Up Front (BLUF)
- 4. Create structure with headings and bullets
- 5. Be human and brief



The process

- 1. Greet: Hi Mike
- 2. Connect: Hope all's well.
- 3. BLUF: Can you let me know some windows of availability you have for a meeting next week?

Getting the headings right

Can you let me know some windows of availability you have for a meeting next week?

Why we need another meeting

The new info

Can you please

Conversational, concise bullets

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Thanks mate John

Before (a pissed off email)

Hi Hugh

I appreciate that Acme has policy that directs your response, however my problem is that I have difficulty in understanding why we as developers, and ultimately the consumer who the cost is passed onto, needs to contribute to the cost of developing your network. Is this because you have a monopoly in the Timbuktu area and can do whatever you feel is right? On the point passing on the cost, we are providing homes to first home buyers and the homes we sell are capped at \$450,000 by regulation and are unable to pass on the cost.

If we are expected to provide capital for your growth where do I as a developer get a return on my investment?

Our company is not in the business of supplying power and do not want to invest in your business. Please explain why it is felt that we should be providing you capital to grow your business. There must be something wrong with your business model if you have to rely on forcing others to pay for your growth.

Perhaps Acme might be in a position to assist our goal to provide affordable housing by reviewing its policy and in this instance waive the design fee and reduce the "contribution" being asked.

Hi Hugh

I'm writing to request that Acme assist our goal to provide affordable housing by reviewing its policy and in this instance:

- 1. waive the design fee, and
- 2. reduce the "contribution" being asked.

The basis of this request

- We're not able to pass on the cost.
- Our buyers are first home buyers and the homes we sell are capped at \$450,000 by regulation.

Your goodwill as the owners of your own policies

- I appreciate that your response is directed by policy.
- As the authors of your policy, Acme can also choose to change or make an exception to that policy.
- You have the monopoly in Timbuktu we have no alternative provider.
- I appeal to your goodwill, to support the development of affordable housing (and therefore social improvement and wellbeing) in Timbuktu.

Another possible benefit

• If you chose to, this expression of goodwill could also provide great positive media exposure for Acme.

I look forward to your consideration of this request, and to working with you on this development.

The psychology of how humans engage with text

We know a lot about how readers behave:

- We skim read (98% of us)
- We come with questions
- We don't keep reading unless we HAVE TO



So what's stopping us?

We're worried about what's RIGHT and how we'll sound.

We're thinking too much about ourselves, and not enough about our readers



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Your challenge

- 1. Pause before you write
- 2. Know your BLUF
- 3. Invest the minutes up front to save the hours down the track
- 4. Use structure, *conversationally*



Your reward

- 1. People read your emails soon after they arrive
- 2. They REPLY and ACT FASTER
- 3. You get a reputation for being easy to work with, no fuss, onto it
- 4. Plus a shitload more time



And to help with that...

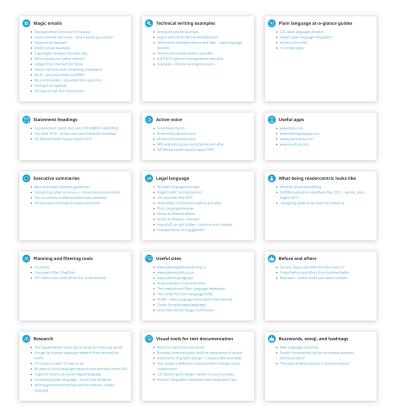
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And stay in touch!

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