

Greetings!

Remember, Remember the Month of November

Instead of trying to blow up Parliament like Guy Fawkes did, we at KB COMM have been thinking about messages that blow up our inboxes. E-mail is the quickest and (generally) most efficient means of communication for businesses, but it can get very messy very fast. If you've ever waded through your inbox looking for that important message—only to find it crammed between coupon offers and chain mail—then you know what we mean. In this issue of *KB CommEntary*, we offer tips and suggestions to keep your e-mail on-point and professional.

What's Up at KB COMM?

At KB COMM, we provide mission-critical communication and learning services to clients in a variety of industries. Thanks to our established and new clients for keeping us busy. Recent and ongoing projects include:

- Writing reports for regulatory submission to various health authorities for pharmaceutical manufacturing companies
- Creating technical documentation for a financial-transaction system developer
- Writing, formatting, and performing quality control reviews of large, complex chemical residue studies intended for regulatory submission on behalf of a federally funded, cooperative research organization
- Creating and revising job descriptions for the Careers website of a high-tech manufacturer
- Writing and editing numerous information products for a healthcare diagnostics manufacturer, including communications to employees from the CEO and executive leadership team, customer letters, trade show presentations and materials, training materials, and product marketing brochures

KB COMM LLC is a certified Women's Business Enterprise. We are officially qualified to participate in corporations' woman- and minority-owned vendor programs.

Please keep us in mind for your communication or training projects.

Tips and Tales

I Mail, You Mail, We Mail, E-Mail

E-mail can be a useful business tool or a source of endless frustration. Some folks pack every speck of information into one message, while others spread it across four or five. Some people e-mail the guy in the next cube, while others pick up the phone or just walk right over. But no matter what, being inundated by poorly conceived and written messages is never any fun.

The most important things to consider are the purpose and value of the information you're sending. Be sure to:

- State your case clearly without rambling.
- Answer *who, what, where, when, and why*.
- Anticipate questions the recipient might have to avoid back-and-forth reply chains.
- Choose words and phrases that won't be confusing, and avoid sarcasm.

It always helps to re-read and revise. Consider the following methods:

- Read the message aloud. If it sounds awkward or difficult to understand, revise it.
- For longer messages, print and read a hard copy. Looking at a screen all day can make it easy to miss mistakes.
- Read the message again later. Coming back to the text with fresh eyes will highlight mistakes and opportunities for revision that you might have missed.

And always remember the rules of the road:

- Remember to include attachments. Link to the attachment before writing the body of the e-mail. In the e-mail, describe the attachment(s) so that recipients don't need to open them to know what they are about.
- Don't use fancy fonts, colors, or backgrounds in your e-mails. They make your message difficult to read, and therefore less likely to be read.
- Don't click *Reply All* unless it's absolutely necessary to reply to everyone on the list. It's confusing and clogs up inboxes.
- Don't send unsolicited e-mail. Make sure each recipient knows who you are before you include him or her on your list.
- Don't send or forward chain mail. Ever.

If you already ascribe to every tip and practice mentioned here, keep it up! Thoughtful, well-considered e-mail will enhance your professional image and ensure that recipients will understand your message.

And please remember, *when it has to be right*, KB COMM is here to help.

Sincerely,

Kathy

Kathy Breuninger

KB COMM

[Kbcommllc.com](http://kbcommllc.com)

