



## The 12 E-Mail Mistakes

1. Subject is too vague
2. This greeting is too informal to send to a client
3. BTW is an inappropriate short cut
4. Written in passive voice -- sounds weak
5. One of many spelling errors
6. Emoticons are inappropriate
7. "...a hard man 2 pin down"... Brace yourself for a lawsuit!
8. "Huh?" This language is too informal
9. All capitals are hard to read
10. Inappropriate closing
11. Sayings are inappropriate
12. The red font color used in this e-mail is inappropriate