

SAMPLE NO. 1

Requesting action

This type of email seeks action from recipients.

Most common blunders

- Leaving the action you seek unclear (or omitting it altogether).
- Omitting the timeframe.



ORIGINAL EMAIL

SUBJECT: GC Initiatives--Need Your Help

Mark and David:

For all new GraviComm initiatives, please send me a detailed business requirement for each initiative and include the following information. In addition, I would highly recommend that you schedule a meeting with me in advance to discuss the implementation and roll-out strategy. This will help with planning, scheduling, and prioritizing any and all e-Orders necessary systems work.

1. Process flow chart that covers from the point of the supplier's confirmation to warehousing and inventory.
2. Detailed narrative in support of the process flow.
3. Target implementation dates.
4. Any special compliance or business editing.
5. Impacts to FAs or order-return status.

REVISION

SUBJECT: GC Initiatives--ACTION REQUIRED by Nov. 4

Mark and David:

I'm writing because I need your help on two fronts with all new GraviComm initiatives.

1. Detailed business requirements

For each new initiative, I need you to send me a business requirement that contains the following information:

- process flow chart that covers from the point of the supplier's confirmation to warehousing and inventory;
- detailed narrative in support of the process flow;
- target implementation dates;
- any special compliance or business editing;
- impacts to FAs or order-return status.

2. Implementation meeting

Please schedule a meeting with me to discuss an implementation and roll-out strategy for each new initiative. In this meeting, we'll plan, schedule, and prioritize all necessary e-Orders systems work.

We're up against a deadline, so I'll need your reports by Tuesday, November 4.

Make your "SUBJECT:" line easy to spot in the recipient's Inbox—include in all caps words like "ACTION REQUESTED" or "ACTION REQUIRED."

When requesting action, include the timeframe in your "SUBJECT:" line.

Use your opening words to alert the reader to both your immediate purpose and the content of your message.

When your request for action has more than one aspect, use headlines to separate the various parts of your request. Recipients can then see at a glance what's being asked of them.

Bulleting items is a great idea, but bulleting and numbering are not identical. Reserve numbers for an actual sequence—a series of priorities, project phases, steps in a set of instructions, etc.

Focus your closing on next steps. Reiterate any key point you don't want to get lost in the mix, like a key deadline.