

5 Tips to Avoid #EmailFail

Jimmy Fallon had a great segment where he read his favorite #EmailFails. Email is an essential and strategic sales tool for sales professionals, small business owners and entrepreneurs. A strong email marketing strategy and writing good emails that get opened, get respect and get results is critical for increased sales, increased brand awareness and increased credibility.

- 1 Gmail Lets You 'Unsend' Your Emails: Did you know that you can unsend your email? Demanded by users who have undoubtedly more than once experienced a disastrous #EmailFail, Gmail recently added the email Undo Send feature.
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- 2 Install a SpellCheck Tool: If you're prone to typos on emails you can install another spellcheck tool for insurance. I like Grammarly - they have a free version, but the paid version is a good investment.
- 3 Add Contact Info: Your emails should end with a professional signature. Many emails are sent from unmanned inboxes and there is no way to contact the sender.
- 4 Don't Reply All: Or at least be cautious if you do select Reply All. Most often, only the Sender of your email needs to know your response.
- 5 Never Forward: Think before you forward an email - that chain you're forwarding may have private conversations that you don't want to share with a prospect or client.