



**Annette Estes**  
**Columnist**

## Professional Development

### Email smarts and etiquette

Stephanie Hobbs, owner of Pixel and Paper Designs in Greer, is my web designer. She's a whiz, not only with websites, but also with email tips. Here are some she shared with me and now with you.

1. **Be cautious.** Don't open attachments from people you don't know. For that matter, don't even open attachments from people you do know, unless you're expecting the files. And remember, depending on your email program, deleting the message does not delete the attachment. In Outlook, you have to empty your Deleted Items folder to delete the message.
2. **Don't write in all capital letters.** NOT ONLY DOES IT SEEM LIKE YOU'RE SHOUTING, BUT USING ALL CAPITAL LETTERS MAKES TEXT EXTREMELY DIFFICULT TO READ, ESPECIALLY ONLINE.
3. **Identify yourself.** When you set up an email account, generally you have the option of entering your name. Don't leave this blank. Whatever you put in this field is what shows up in the From: field of any message you send. We may delete a message from "Hotstuff@yahoo.com" unless we realize that's actually our client, Jane Doe. If she fills in her name, that's what we'll see in our inbox.
4. **Be courteous.** Don't send large files as attachments unless you know for sure that the recipient has a fast connection or doesn't mind the download time. If you don't know how large the picture from your digital camera is, or how to make it smaller, it just so happens we offer training for that.
5. **Don't make it easy for spammers.** If you send an email to more than three people, don't use the To: field for those addresses. If you don't have the capability to set up an email list that conceals the addressees, use this simple trick: use your own address in the To: field, and put all your other addresses in the Bcc: (Blind carbon copy) field. That way, your list of addresses isn't there for all the world (and potential spammers) to see. And when you forward a message, just forward the message. Delete all that header information from the last 10 people who forwarded the joke and were not as courteous as you. Note from Annette: If everyone would just do this one thing it would make

emailing so much simpler, it would save the reader time, and we'd all get a lot less spam. One thing I do before sending a forward is to delete all those >>> marks. (I do that with Auto Text Cleanup under "Edit" on my Mac – Remove Quoting. If you know how to do it on a PC, please let me know.) This Spring, let's all clean up our emails.

Five more tips from Stephanie next time.

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