How to Get Your Emails Read

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Have you ever wondered why nobody seems to read your emails or why everything you have to say is headed to the dreaded DELETE key? In this age with nearly every household owning a personal [computer](#), it's easy to get overwhelmed with emails and ads. If you want to make sure that your emails are reaching your addressees, try these tips to help get your messages read.

Difficulty: Easy

Instructions

things you'll need:

- A personal computer
- Email program
- Email account

1 If you're using a cryptic email address, look into creating a new email account with an address that reflects you, the sender. People will be more inclined to read emails that they think are from bona fide individuals, rather than questionable sources.

2 Make your subject line represent the true content of your message. If you use come-ons or other terminology that looks like it's been mass-produced, your emails will be destined for the recycle bin.

3 State your purpose in the first paragraph of the email. Get to the point. When people sit down at their computer to go through their email, you have less than 10 seconds to grab their attention.

4 Use the old journalism adage, "Tell the reader what you're going to say, say it and then tell they reader what you said."

Tips & Warnings

- Feel free to use boldfacing and different fonts in your emails but don't overdo it.

- Consider embedding links instead of adding attachments.

- Avoid using simple, text-based fonts that are used with free email accounts such as gmail or hotmail. They're boring to read.

- Don't get fancy with your email format. Leave off the animated GIF's, flowery or dark colored backgrounds.