

Revenue Multiplier Email Cheat Sheet

Email matters!

How many times have you received an email that left you completely confused? Was it a happy email? Is the sender upset? Is the email riddled with grammar errors, making you think, is this going to be the quality of this person's work?

Reference this "Cheat Sheet" each time you get ready to craft a new email. Remember, perception has a direct impact on your overall client experience. Happy clients spend more money with you!

1. Formal Email Structure. Each email should contain a friendly salutation and signature.

Dear (client name),

Thank you for meeting me today. (Or fill in why you are emailing)

Add next steps here.

Warm regards / Sincerely,

Your Name

2. Avoid using Passive Words. Use Active Language instead. Discuss with your team alternative language and fill in the chart below.

Passive Word	Active Word or Phrase
But	
Hopefully	
Basically	
Try	
Can't / No / Don't Know	

3. Keep your email friendly, concise, and to the point.

4. Avoid using ALL CAPS and TOO MUCH or too little punctuation!!!!!!!!!!!!!!

5. Avoid using emotional language. Examples include: Finally! Obviously! Or any language that is derogatory, insulting, or hurtful.

Notes: _____
