

EFFECTIVE COMMUNICATION IN THE 21ST CENTURY:

EMAIL



Foresight Management
Development Company

Why Communicating Well by Email Matters

Welcome to the stark reality of 21st century office work: You are going to be spending a lot of time in your company's email program, fielding incoming mail and firing off messages of your own.

A recent study conducted by the McKinsey Global Institute found that an average employee spent 28 percent of their workweek on email. After that employee finished managing their inbox, looking up information, and collaborating and speaking with co-workers, only 39 percent of the workweek was left to accomplish what they were actually hired to do.

Think about that. If you could somehow make your email time more efficient and effective, then you will have added time to the clock when you can actually produce at your job, making you an indispensable employee.

"Have you ever wondered how a simple task within a squadron ends up completed in error or completely forgotten?" U.S. Air Force Lt. Col. Patrick Albritton wrote in 2012. "I would venture to bet that 100 percent of the time that poor communication is the root cause."

In the Air Force, the stakes for miscommunication are high, what with lives and national security on the line. But, relatively speaking, it's no less risky in your situation.

Say you're in a startup with limited capital. That capital must be stewarded properly. A communication error that results in a misunderstanding that results in that money being squandered? It could mean the end of the company.

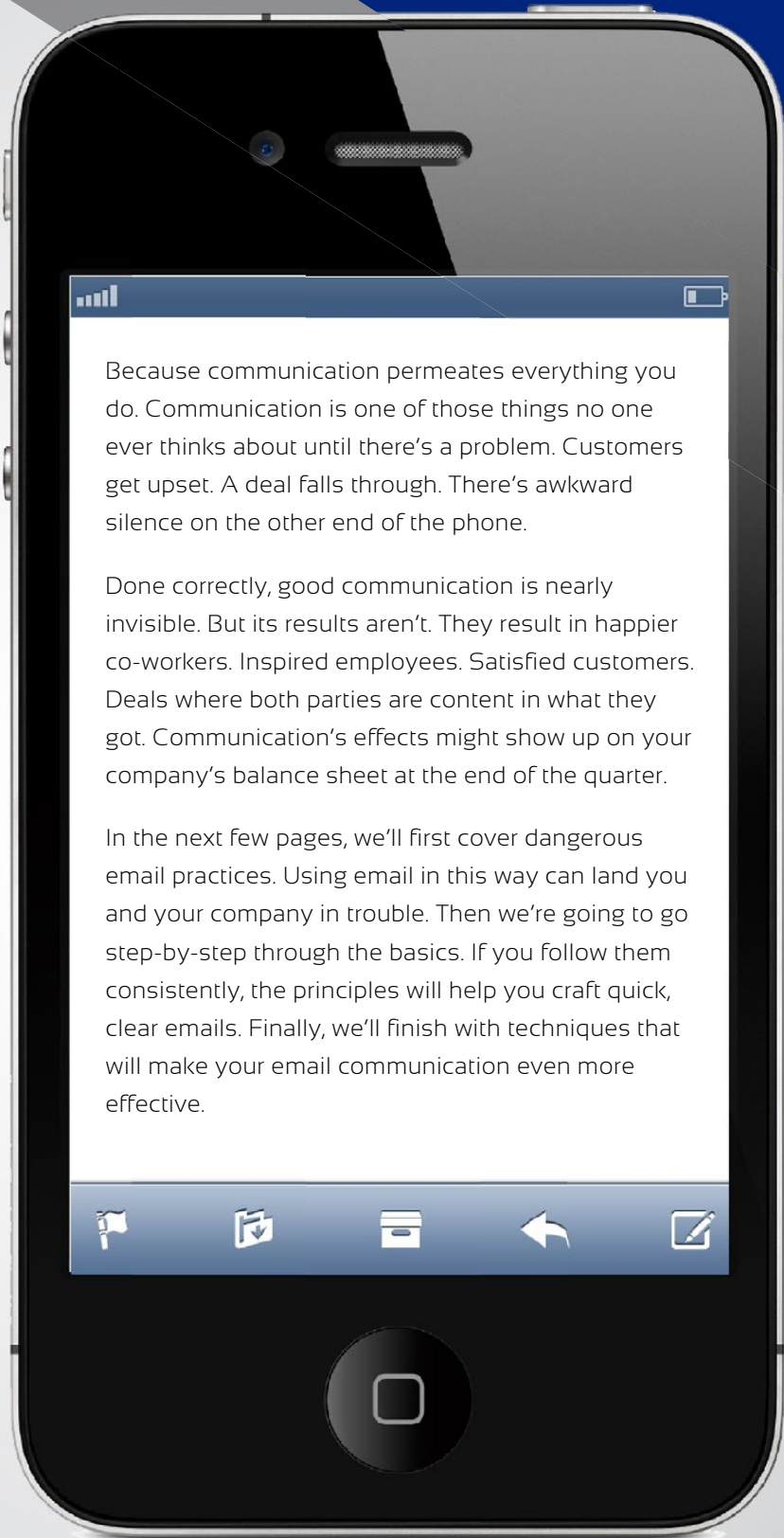
In the coming chapter, we'll show why email can present such a problem for communication, but for now, know that your email account has so much potential to further your career.

And finally, the main reason why you should pay attention to good email is because email has always played a key role in modern communication. The first email message was sent in 1971, years before personal computers became a must-have item. By 2011, the Pew Research Institute found 92 percent of all internet users read and wrote email. At the same time, social media became popular, but only 65 percent of all internet users were logging into sites like Facebook and Twitter. Yet email outlasted several social media trends.

When was the last time you logged into Myspace – if ever? Vine has shriveled. Some tech gurus may talk about email going the way of the mainframe computer, and it might not be the shiniest toy on the internet, but it's here to stay.

Why learn how to send and receive great email? After all, that's not exactly something you can plaster on a résumé ("Hey, I send great emails!") and your boss or advisor probably won't mention it if they're called to give a recommendation. There's no "Best Emailer Ever" award.

So why?



Where Email Communication Excels, Where It Has Drawbacks

There's a whole slew of ways people communicate these days. You could pick up the phone, walk over to their cubicle, and if you're truly desperate, a message in a bottle.

But there are three places where email truly excels.

First, it is particularly well suited for communicating across distances. Depending on the email server, a message can arrive in your recipient's inbox in a matter of seconds. It's a medium ideally suited for communicating across long distances, across time zones and international boundaries. There are no international rates to pay when you hang up.

Secondly, with the ability to send the same message to different email accounts, it's a great tool to keep a small group or key leaders in a company in the loop about a project, although that function is often overused.

Finally, it's a great way to get a record, an informal one though, about an agreement. It's a great way to negotiate, where all parties understand the terms, and everything is recorded for quick reference.

Some people recommend negotiating with car dealerships by email. (Plus, it's a great way to remain emotionally detached from the proceedings.)

In fact, it might be the preferred method of negotiation in some instances.

But email isn't a wonder tool. You probably know this already. Human communication isn't just words. It's the tone, body language, and context. All of that is stripped away when you bang out an email and hit the send button.

Email is not well suited for emotionally delicate situations or when someone sends you a message that makes you emotional. Terminating an employee by email is a coward's way out and shows your lack of management skills. Responding to a customer who is angry with your company's service needs a careful response. If you feel like you are about to reply with an emotionally-laden message, stop. Write the message, but let the draft cool for at least a day before you send it, editing it carefully beforehand.

A badly written email could muddle the situation, and you read what we had to say about that above.

And so to understand how to send better email, we're first going to examine the worst of the worst when it comes to email communication.

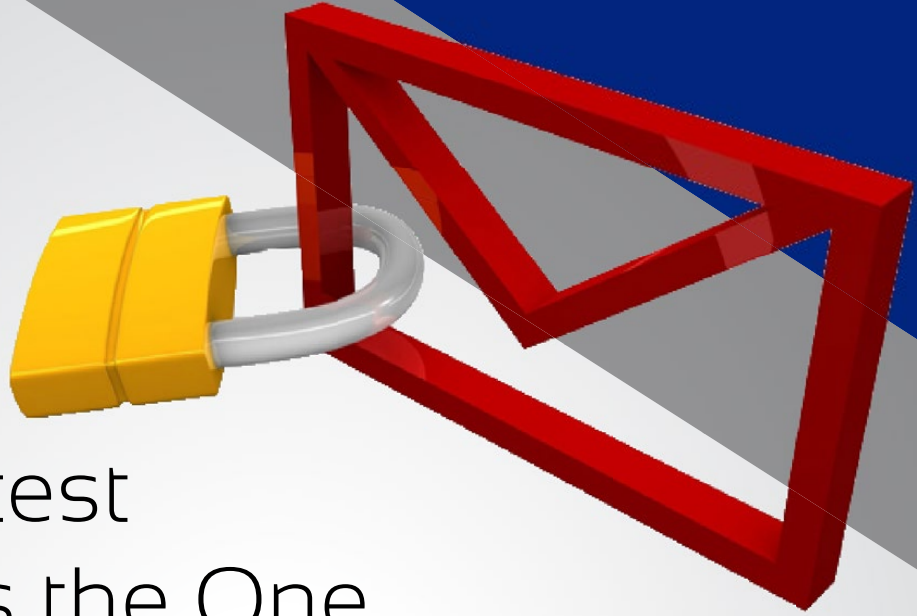
Email Gone Bad

The following habits are of varying levels of being improper. Keep these up, and you'll either gain the reputation of being unprofessional, untrustworthy, or uninterested in your job.

At worst, it could earn you a pink slip or a lawsuit.

BOTTOM LINE: DON'T DO THESE.

- 1. Writing obscene, offensive, or slanderous material.** Email creates a permanent record, and that record shows you sending that information, you thinking that way. Even if you aren't disciplined by your company for sending those kinds of messages, it shows a crass character that will affect your future career.
- 2. Sending chain letters.** This was more of a feature of the young internet, where some person tried to go viral by using a mix of emotionally-charged information to get people to send to their friends. Enough already! That stuff was high on emotion and was most likely low on intellectual use. Don't clog people's inboxes.
- 3. Sending confidential information.** Email just isn't secure enough to send things that must be kept secret. That's something that's drilled into military personnel when it comes to confidential information and email, and the same should apply to you. Don't email your tax filings, because all the information an identity thief hopes to learn from you is contained in those documents. Have something to communicate that would be too dear if it's read aloud in court or breached by a hacker? Speak to that person in person, or pick up the phone.
- 4. Using "Reply All."** We know, we know. We just said that email is great for keeping everyone in the loop. But often, people use the "Reply All" function thoughtlessly. If you have a question, a point of clarification, it might be more effective to email one person, instead of emailing the whole group and hoping someone feels the responsibility to respond. In other words, think before hitting "Reply All." Does everyone need to know that information you're about to send?
- 5. Dumping information on the page.** Sure, blasting off email after email might be a good way to chew through your inbox, but it's not the most effective. You'll make mistakes, typos, say things in ways that could have been better worded. Altogether, you'll create an impression of a sloppy worker. And that's the problem with skimming an email and writing a quick reply – the thoughtlessness of it. Did you answer the question? Did emotion cloud your communication?
- 6. Sending personal emails.** Keep your email communications while at work, focused on work. Because email takes so much time in the modern workplace, it's tempting to squeeze in a few personal emails, maybe to help plan that family reunion at the lake in a few months or to square away a moonlighting project. Not only can doing personal business on company time get you in trouble, it takes, on average, 23 minutes and 15 seconds to get your mind back on task. It's a waste to company time and resources. Plus, keeping your mind whole on work while at work boots your productivity.
- 7. Not regularly checking or replying to email.** Nothing is more frustrating than sending out an important message and not receiving a reply. Perhaps it's a pitch, some cold contact like applying for a job. Nothing saps your energy faster than spending lots of time crafting an important message just to hear... nothing. Timely replies to emails show that you are a professional worker, a team player, someone who cares about his or her customers.



Security

The Greatest Firewall Is the One Between Your Ears

Ofentimes, hacking isn't some guy sitting in a dark basement working to turn the walls that software developers built around your data into rubble. More often than not, that person will enter through a door.

They'll send out a phishing email – pretending to be a legitimate source – and manipulating you to either download malware or enter your confidential information, like Social Security numbers and passwords.

You find an email in your inbox: "Your bank account has been breached! Click here to protect your investment!" When you click the link, it will take you to a website that appears to be your bank's, but in reality, it is a fake address where you're prompted to enter key information.

Or else, you'll get an email from someone asking you to open a file, whether it be a picture or PDF or – in a massive phishing attempt at the beginning of May 2017 – a Google Doc. In reality, that image

has code that compromises your security. Perhaps it's a keylogger that records everything you type – everything from instant messages to your passwords.

Therefore, don't click anything that appears suspicious. When in doubt, reach out to the person another way and ask if they sent that file or that link to that filesharing website. Talk to them in person, send a text, or pick up the phone for a quick call.

Don't open files that were sent from someone you have not previously corresponded with by email. Don't open spam. The more emotional the message is (maybe it's from an old friend, or the message plays to your fears) the more you should be suspicious in clicking the link or opening the file. With a little bit of common sense, you can keep your company's information and your own information safe.

Now that we covered the perils of email communication, it's time to get to the fun part: how to write emails that get read and get results.

Email Basics

Subject Lines: Get Them to Click

Subject lines are your foot in the door, your first impression. So a good one counts, especially if the person you are communicating with is busy. Ideally, a good subject line will pique the recipient's interest so that they open the message.

So what to do? First, keep it short and sweet. A good rule of thumb is that a subject line shouldn't contain more than five to seven words. But for shorter, more informal emails, one to two words might be sufficient.

Don't promise one thing in the subject line and then write something else in the body of your email. Don't mark the message URGENT if it's not. Keep that up, and it will get old fast. It didn't work out too well when that boy kept crying wolf and so, keep your subject line honest. If it's a short email asking a simple question, typing "question" in the subject line is acceptable.

Think of your subject line as a newspaper headline. You want to give enough information so that the person doesn't disregard it as irrelevant and maybe give them a reason to read. To make the subject line more compelling, consider putting a verb in it.

The less you know your recipient, the more you should give thought to your headline. Your familiarity won't be there to get them to open the email. And your email headline can help to cut through the noise in their inbox. A subject that says "Job applicant with 3 years' SQL experience" is more likely to be read than "job application," because that subject shows how the message benefits the recipient.

Once that person has opened your message, your second concern is how you greet them.



Email Basics

Saying Hello and Goodbye

Which salutation will get the best response: “Dear sir or madam” or “Dear Dr. Smith”?

The first one shows the writer slapping a generic how-do-you-do to the top of the message. They didn’t take the few seconds to research the person they were trying to contact, to simply learn their name. The second one shows care.

Say you’re applying for a job. If you are sending your résumé through a generic email account, something

like `jobs@yourdreamcompany.com`, you can set yourself apart by addressing the application to the human resources manager or the boss you will be working under.

A word of caution, though: Misspelling the person’s name, or confusing the gender of Jordan or Taylor can backfire. Again, doing some research, such as taking a peek at LinkedIn, for example, could avoid embarrassment.

Furthermore, by using someone’s titles properly, using the right honorific, shows respect and professionalism. It demonstrates in a small way that you should be taken seriously and that you’re not overly chummy.

When saying goodbye, give a closing, such as “sincerely,” “best wishes,” or “thank you,” and type your name. That way, the person knows who the email is from and you keep professionalism all the way to the end of your message.

In short, in a world of mass-produced emails, a bit of personalization and a bit of respect sets the tone for the rest of what you are going to say.



Email Basics

BLUF in Your Emails

Now we've come to where the rubber meets the road: the body of your email, the actual message that you want to send. The key to a great email, one that saves time and communicates clearly, is to follow an acronym developed by the U.S. military: BLUF, which is short for Bottom Line Up Front.

Get to the heart of your message in the first sentence. If you have a question, don't show how you arrived at the question, your research, or why you're contacting them. Ask the question, then give your reasoning.

Write emails like:

Hello, Mr. Smith.

What is a good resource to study best practices in marketing? I've been trying to brush up on my skills, but I'm not sure of what is reliable and what is hogwash.

Thank you for your help.

Your Name

That way, it helps that person who is skimming.

And while you're at it, a good rule of thumb is to keep your emails three sentences long and no longer than 300 words if you need to write a longer message. Obviously, each situation will be different. If you are negotiating or speaking to someone who you can't converse with over the phone, the emails can lengthen.

But by keeping your messages short and your bottom line in the first sentence of your message, you will save yourself and your readers' precious time.



Email Basics

Etiquette: The One Thing to Keep in Mind to Write Polite Emails

Merriam-Webster Dictionary defines “etiquette” as “the conduct or procedure required by good breeding or prescribed by authority to be observed in social or official life.” In reality, good email etiquette is simpler than trying to remember which spoon to use at a formal dinner.

Simply, keep your recipient’s best interest in mind.

Show them respect by how you address them and how you ask questions and provide information. Make your messages stay on point by avoiding spelling and grammar mistakes that distract from your message.

Keep your messaging direct, honest, and fair and don’t waste their time. Don’t fill up their inbox with unnecessary messaging. When it comes to improving your email skills, a good way to be continually improving is to analyze the way other people email you. Are they doing something that makes their messages clearer, easier to understand, or more compelling to read?



Email Basics

Formatting Emails to Be Read

When it comes to formatting your email, simple is best. Use standard punctuation and write in a simple, easy-to-read font like Georgia, Calibri, Times New Roman or the default font in your email program. COMPOSING YOUR MESSAGE IN ALL CAPS MAKES IT SOUND LIKE YOU ARE SHOUTING. PLUS, IT'S HARDER TO READ.

Use the standard colors and align your text left so that it can be easily read. Because of the differences with various email providers, a format that might look good on your screen might not play nice with another email provider and break the design you were going for. Also, adding a lot of font changes, colors and unnecessary images makes your emails unprofessional.

Remember, your recipients are often reading more quickly than they would if they were sitting down with a book or magazine. So make the design of your email easy to read. This isn't a concern if your email is a line or two long, but any more, and you might want to consider breaking your message into smaller paragraphs. A big block of text is tiring to read through and your recipient may skim it, skip it, or worse, stop reading.

Furthermore, adding a bulleted list is helpful in presenting your information in easily digestible chunks.

After writing and formatting you're almost done with an email, but not quite yet. There's one more step.



Email Basics

To put the final polish on your email, run a spell check, which is a program that should come standard with most every email service provider. It will help you prevent those mistakes that may derail someone's attention from your message.

We get it – writing is hard and typos work into even the best writers' prose. But to show competency, clean writing is key. Clear writing demonstrates clear thinking.

Before hitting that send button, reread the email. If it's particularly important, read the message out loud to make sure it's clear, that you are not saying something that you don't intend to say. That last sentence, that call to action, is it too pushy, or does it convey the right amount of persuasion?

Getting into the habit of quickly reading over everything that leaves your desk will help you prevent those embarrassing typos that make themselves apparent in the five seconds after the email went on its way.

In a business setting, there's a tension and balance between using exclamation points and emoticons to convey the emotional aspect of your message.

When using exclamation points or question marks, use only one at the end of a sentence. Writing something like "Did you get the report?!?!?!?" or

A Word on Spelling and Grammar

"The meeting is today!!!!!" is not appropriate for a business setting and definitely isn't appropriate in a message to someone you haven't met in real life.

Jargon and abbreviations such as FWIW (for what it's worth), BTW (by the way) and IMO (In my opinion) are okay for when you are messaging with colleagues and co-workers, but you should ask yourself if they will know what you're talking about when you use them.

The same goes with emoticons and emoji, the first being the faces that you can type using the keys on a keyboard (for example, :-)) and the second the simple pictures that display faces, objects, and activities. They can be a technique to show feeling in a medium that has little ability to show emotion. They are fine if used sparingly in informal messaging. But again, make sure your recipient knows what they mean and use only enough to get your point across.

After you hit send and you've followed all these steps – from creating a good subject line to looking over your message one last time – then you should have crafted a clear, polite email. Keeping these basics in mind, practicing until they become second nature, will increase your ability to communicate online.

But to really shine on email, to use the tool to its fullest potential, well, that's what the next section is about.

Going Above and Beyond: Becoming an Email Guru

When to Follow Up

It's a common problem. You send an email and you wait – one day, two days, a week passes. What happened? Are they ignoring you on purpose? When should you follow up? After all, as Arthur Plotnik wrote in his book, *The Elements of Editing*: “Virtually nothing happens when it is supposed to happen without well-timed reminders.”

Chances are, the person isn't ignoring you. Forgetting about an email happens to everyone from time to time. Plus, your email could have ended up in the spam filter thanks to the capricious software gods.

When you receive an email that will take time to reply, a quick email telling the person to expect your answer in the next few days is polite. If you haven't heard from someone, simply follow up in a concise, friendly way. Did they get a chance to think over your question?

As for the timing of the follow up, it depends on the deadline. Most people expect to receive a reply to their emails within 24 hours. Some people aren't as prompt as that. After a week or five days have gone by and you are looking for a reply, follow up.

Obviously, if you're working towards a deadline, don't wait until it has passed or the 11th hour to send that gentle reminder.



Going Above and Beyond: Becoming an Email Guru

Give Great Customer Service: Pre-empt Questions

At some point, a customer will email with a question. That is the time to showcase your customer service skills by going above and beyond what they asked. You can anticipate what they will ask next and provide that information too.

For example, say you are a retailer and a customer has emailed you to ask if your store will be selling a new product. It's gaining in popularity and it's hard to find. Your company is planning on stocking this product soon but has yet to do so. You could email the customer and say yes, we will be stocking this, and this is the date that it will be available.

However, you know the customer wants this information. Why not offer to set one aside for them, or even give them the option to pre-pay so that they can have the item as soon as possible?

By preempting questions, you are saving the customer time and effort, and you're also making the email conversation more efficient.

That's just one way regard for the recipient can help you communicate more effectively.



Going Above and Beyond: Becoming an Email Guru

Personalize: It's a Way of Networking

In the previous pages, we talked with you about taking care what to put in your email. But don't take that to mean you should be cold in your email communication. We're all humans here. And while a recipient can misconstrue the tone the email's author had, it doesn't mean you shouldn't use it to encourage people.

A quick email saying, "Hey, I read your report and I thought it was very well done. It was obvious that you have an eye for detail!" has the power to make someone's day. Not only that, it can help that person learn where their strengths lie.

A lot of miscommunication comes when people have to communicate unpleasant feedback. A good word, calling out a hardworking member of the team, is a way for your company to celebrate successes and honor achievements, according to career advice columnist Alexandra Franzen.

Imagine what that does for your team. Someone who might have been secretly feeling underqualified and overwhelmed may have gotten the boost they needed. They developed the confidence to take on bigger projects.

It's a way of creating a great environment in which to work, and you don't need to be at the top of the company to change the office culture.

Furthermore, an encouraging word is a great way to make a connection and grow your circle of acquaintances in your field.

By offering advice, by passing along thoughtful articles that might be helpful, you are developing and strengthen that network of yours. And as often is the case in life, it's who you know, not what you know.



Going Above and Beyond: Becoming an Email Guru

A Disclaimer

At some point, you may find yourself in a leadership position. You may have worked hard at the same company, or struck out to start your own. You may want to consider adding a disclaimer at the end of your email informing recipients the email is for the intended recipient, the information contained therein is privileged, and it is the recipient's responsibility to ensure the message is virus-free.

Employing such a disclaimer, adding it to your signature along with your other contact information (like office phone and office address), helps craft more professional communication because it will help protect your company against legal issues surrounding email.

Furthermore, it underscores to your recipients that you are professional in your communication.

Using Email to Get Smarter

To remain effective in your field, you need to grow in your knowledge and skill. You need to learn the latest in best practices, stay abreast in the happenings in your industry, or just have knowledge of current events. Searching the news yourself can take time and leave you with spotty knowledge.

Email can help.

Instead of trying to remember a time to scan the news or an industry publication or two, why don't you set up a news alert, like a Google News Alert, which can send you a list of headlines daily, weekly, or whatever makes sense for your work flow?

Many newspapers and news sites create email newsletters that summarize the headlines of the day, saving you time from internet distractions.

For example, if your company deals heavily in highway construction, the issue of transportation – the developments in the industry, the legislation that's being considered, the innovations, and the key industry hires – are vital for doing your job strategically. But a general newspaper will rarely cover the issue.

By setting up a news alert or subscribing to a newsletter that covers the industry, you can easily get all your highway construction news.

Going Above and Beyond: Becoming an Email Guru

Managing the Email Inbox

Often, when it comes to your inbox, it seems like you're not the one doing the managing, but the inbox is the one in control. Any time slicing down the time spent in your inbox is more time improving the world in your actual profession.

There's a lot of advice about how to spend less time on email, from spending only two minutes writing each email to attempting to empty out your inbox by the end of the workday.

Eventually, you'll find a method that works best for you. In the meantime, keep these principles in mind.

- Keep it short. Like we discussed above, strive to write short, direct emails while still keeping that pleasant tone. That way, you'll spend less time writing.
- Limit distractions. Often, email programs will ping, ding, or issue some kind of audio alert when another email pops to the top of your inbox. This can jolt your concentration and cause your ability to get stuff done to suffer. Save your mental energy for what matters: Remove the alert and check email on your own time, not to interrupt your most important tasks.
- Do email when you have less energy. Through either trial and error or by tracking your activity and energy levels through the work day, you will discover the time when you have the most focus and energy. For some, it may be the crack of dawn. For others, it might be later in the day. Still, when it comes to managing your email, schedule your most important work for the time that you will have the most energy to complete it. Work through your email inbox during other times of the day.
- Set time aside to check email. Often, people will work with one tab of their internet browser parked to their email account. Compulsively, they'll check their email when they've hit a tough spot in their work. This, of course, erodes focus. To prevent this, work on checking email once, twice or three times a day.

Going Above and Beyond: Becoming an Email Guru

- Prioritize which emails to tackle first. Often, email programs can group emails into personal emails and promotional email blasts separately. By sorting your email and putting them in folders, you can go through your inbox in a more systematic manner, skimming for the people you want to get to first, then writing quick replies to others, and then perusing the email newsletters.
- Develop email templates. Chances are, if you field emails from customers, you will find that you will often cover the same information again and again. Instead of composing an original email every time, create a canned response. For example, you can write generic messages for a dissatisfied customer, a customer providing thanks, a customer wanting your store's hours, etc. That way, you have a consistent response that saves you time. It can be tweaked when the context demands.
- Unsubscribe from email lists that don't provide any benefit. Sometimes, those email newsletters you use cease to become helpful. Instead of clogging your inbox with unopened mail, unsubscribe. The best newsletters have a simple, one-click unsubscribe button at the bottom of every message.



The 10 Commandments of Sending Effective Email

We've covered a lot. We hope you've enjoyed this exploration of email best practices. Let's distill what we've covered into key takeaways so you can up your email game.

WITHOUT FURTHER ADO, HERE ARE THE 10 THINGS ABOUT EMAIL YOU MUST KEEP IN MIND.

1. While email is a powerful communication tool, the written word does not carry emotion well, and email can cause as much confusion as it clears up.
2. **Reduce the amount of email you send. Write messages only worth reading, not mindless chatter.**
3. Email is not a secure way of communicating. Once you hit send, you lose control over the information.
4. **BLUF – Make your emails short and sweet by placing the Bottom Line Up Front.**
5. Envision how the recipient of your email will take the message. Write so you best reach that person.
6. **Simple formatting is best.**
7. Read through the email, checking for errors, before sending it.
8. **Mind email etiquette. Use a proper honorific, take care in your composition, and sign your name.**
9. Email isn't the most important task you'll perform at work. Leave room for your primary duties.
10. **Read and reply to email at least once a day.**

Resources for Further Study

[A Handbook On Becoming A True Professional](http://foresightpublishingnow.com/HandbookTruePro/index.html), by Candido Segarra
(<http://foresightpublishingnow.com/HandbookTruePro/index.html>)

[The Tongue and Quill](http://static.e-publishing.af.mil/production/1/saf_cio_a6/publication/afh33-337/afh33-337.pdf), Air Force Handbook 33-337
(http://static.e-publishing.af.mil/production/1/saf_cio_a6/publication/afh33-337/afh33-337.pdf)

["10 Ways to Write Better Emails \(and Just Maybe Change the World\)"](https://www.themuse.com/advice/10-ways-to-write-better-emails-and-just-maybe-change-the-world), by Alexandra Franzen
(<https://www.themuse.com/advice/10-ways-to-write-better-emails-and-just-maybe-change-the-world>)

["This is how fast you should reply to work emails."](http://www.marketwatch.com/story/this-is-how-fast-you-should-reply-to-work-emails-2014-12-11) by Quentin Fottrell
(<http://www.marketwatch.com/story/this-is-how-fast-you-should-reply-to-work-emails-2014-12-11>)

["Worker, Interrupted: The Cost of Task Switching."](http://www.fastcompany.com/944128/worker-interrupted-cost-task-switching) by Kermit Pattison
(<http://www.fastcompany.com/944128/worker-interrupted-cost-task-switching>)

["How Can I Securely Send Sensitive Tax Docs to My Tax Preparer?"](https://lifehacker.com/5784478/how-can-i-securely-send-sensitive-tax-docs-to-my-tax-preparer/) by Adam Pash
(<https://lifehacker.com/5784478/how-can-i-securely-send-sensitive-tax-docs-to-my-tax-preparer/>)

["The social economy: Unlocking value and productivity through social technologies,"](http://www.mckinsey.com/industries/high-tech/our-insights/the-social-economy)
by The McKinsey Global Institute
(<http://www.mckinsey.com/industries/high-tech/our-insights/the-social-economy>)

["Search and email still top the list of most popular online activities,"](http://www.pewinternet.org/2011/08/09/search-and-email-still-top-the-list-of-most-popular-online-activities/) The Pew Research Center
(<http://www.pewinternet.org/2011/08/09/search-and-email-still-top-the-list-of-most-popular-online-activities/>)

["Effective organizational communication: A commander's perspective,"](http://www.amc.af.mil/News/Commentaries/Display/Article/149440/effectiveorganizationalcommunicationacommandersperspective/)
By Lt. Col. Patrick Albritton, 336th Training Support Squadron Commander
(<http://www.amc.af.mil/News/Commentaries/Display/Article/149440/effectiveorganizationalcommunicationacommandersperspective/>)

["The First Ever Email, the First Tweet, and 10 Other Famous Internet Firsts"](https://finance.yahoo.com/news/the-first-ever-email--the-first-tweet--and-12-other-famous-internet-firsts-181209886.html)
(<https://finance.yahoo.com/news/the-first-ever-email--the-first-tweet--and-12-other-famous-internet-firsts-181209886.html>)

[Merriam-Webster Dictionary: Etiquette](https://www.merriam-webster.com/dictionary/etiquette)
(<https://www.merriam-webster.com/dictionary/etiquette>)

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