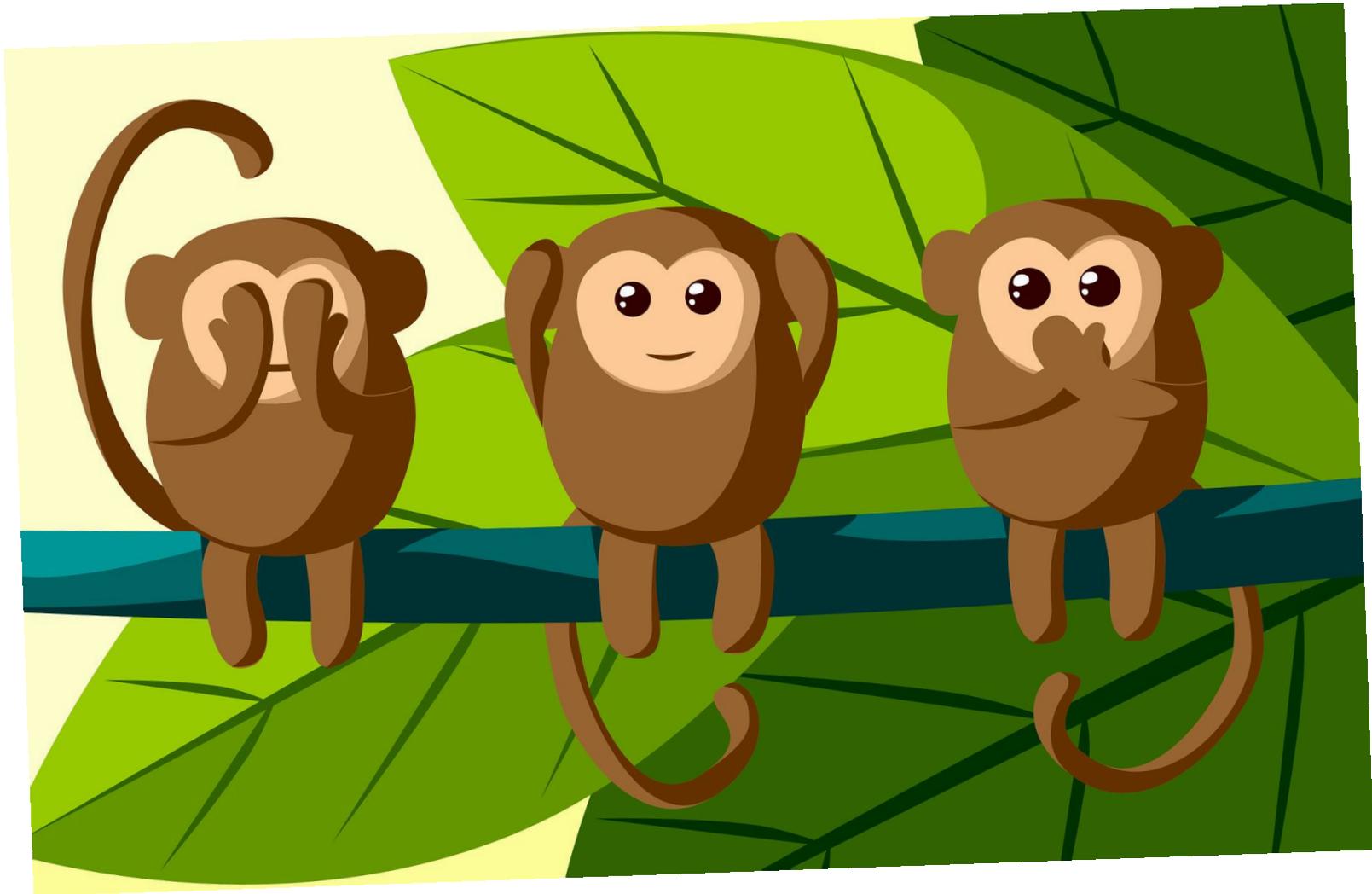


What makes an email ineffective?





Writing Effective Emails That Receive Answers

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No rules, only principles

The answer to, "Can I...?" is always, "Sure."

The real question is why you want to do it.

Interactive Learning

Multiple choice

1. Question on screen
2. Choose your answer(s)

Write in

1. Question on screen
2. Type your answer in question box

Write Your Answer in Question Box

**What is your #1 reason for
putting off
reading or replying to an email?**

POLL #1

What is the most important feature of an effective email? (choose one)

1. Brevity
2. Conceptually organized content
3. Main point for your audience up front
4. Visually organized content
5. Compelling subject line

TIP 1: Main point



TIP 1: Main point

1. Who is your target audience?
2. What is your desired outcome?
3. What is the most important point you want to make?

Match audience & outcome

1. Understand the following
 - What kind of emails your audience usually receives
 - How they usually read/respond to email
2. Match tone & content to achieve your desired outcome

What kind of email is it?

1. Call to action

- Request
- Offer
- Survey
- Gift

2. Information/announcement

- Newsletter
- Valuable information

<https://optinmonster.com/13-types-of-emails-you-need-to-be-sending-emails/>

Follow 1-3-2 rule

- 1-3-2 (or 2-3-1) rule
 - 1 is your main point; 2 is second most important thing
 - Sandwich less important stuff in middle
- Use for sentences, paragraphs, and entire email
- Look for clues you're burying your main point: Desire to bold, underline, etc. in middle of sentence or paragraph

well, and we're looking forward to the day when we can hug you all instead of wave across the parking lot.



The honor system self-serve front porch at the stand is up and running for early spring seedlings - please check the website daily as we try to keep the list of what's out for sale as accurate as possible (you can even see what time the list was last updated). We still have some bagged McEnroe compost and potting soil also available. It shouldn't be too much longer before the variety of seedlings grows, and maybe we even get some edible early greens and rhubarb up there (if the weather cooperates that is). Please remember that this is done on the honor systems, so exact change or check only. And it's open as long as the weather is above freezing - so feel free to come by anytime - social distancing is easier at 9pm? Although it's a little dark to see the price tags then...

While spring planting is in full swing, we're starting to think about how we're going to tackle this season from a retail perspective. Let's start with the good news - **we will be opening the farmstand in late May/early June as usual!** Farms are classified as "essential businesses" and certainly getting food is an essential part of life. While we will be adding additional protocols in the stand to help with physical distancing and potential cross-contamination points, we will be opening and you will be able to still get the somewhat usual Hutchins experience you are used to. **The Farmers' markets also will be opening on schedule**, but with different protocols and some physical changes to reduce hand to hand interactions.

Hutchins is known for a few things, but perhaps chief among them is our daily harvest - attempting to provide our customers with the freshest produce we can, we run through this crazy dance of harvesting all our greens first thing before the stand opens. This perhaps obsessive devotion to this goal means we plant many plantings of a single product to attempt to get a consistent stream of produce to the farmstand each day. This does not lend itself easily to a sudden pivot to a weekly CSA model or pre-orders, and the wheels were already set in motion back with our seed orders in December. So, while we won't be offering a traditional CSA, **we will be offering weekly a "Farmers' Choice Box" on a pre-ordered online platform.** These will contain a variety of what we are growing at the time, and as the name implies, the farmers picking that day will be deciding what goes into them. While the boxes won't be all the same, but they will all contain the same dollar amount of produce. We expect to offer them in different sizes and you can change your

Write Your Answer in Question Box

Imagine you send a call to action email (request, offer, survey, gift).

What is your first sentence?

TIP 2: Conceptually organized content



TIP 2: Conceptually organized content

1. Main point (hook) before content or even background
2. First paragraph contains main point

How to prep for writing an email

- Understand target audience
- List your point(s)
- Decide: 1 email or multiple
- Lead with your main point

Examples of rejection emails

First 3 paragraphs from
2 different journals

Example 1

I write you regarding manuscript # XXX-20-104 entitled "ABCD" which you submitted to [journal].

Our journal receives many high-quality manuscripts each year. Because of the volume of submissions, our journal size, and our goal to publish those evidence-based findings that will be most used for practice or policy by our readership, we accept less than 25% of submissions.

I have conducted a preliminary review of your manuscript and determined that it would not be of broad enough interest to the readership to justify a full-length research paper in our journal. Therefore, your manuscript will not be considered for publication in [journal].

Example 1

I write you regarding manuscript # XXX-20-104 entitled "ABCD" which you submitted to [journal].

Our journal receives many high-quality manuscripts each year. Because of the volume of submissions, our journal size, and our goal to publish those evidence-based findings that will be most used for practice or policy by our readership, we accept less than 25% of submissions.

I have conducted a preliminary review of your manuscript and determined that it would not be of broad enough interest to the readership to justify a full-length research paper in our journal. **Therefore, your manuscript will not be considered for publication in [journal].**

Example 2

Thank you for submitting your manuscript XX-2020-0238 entitled "WXYZ" to [journal]. While the manuscript addresses an important topic, I am sorry to tell you that I am unable to send this out to peer review.

I have included notes on the manuscript that I hope will be helpful in revising your manuscript. Overall, I believe it would strengthen your paper if each section in the results had more detail related to the analysis, more discussion of variation and shorter quotes, only including what is directly related to the analysis.

I'm sorry I cannot provide a more favorable outcome for your submission. The Gerontologist receives over 800 manuscripts each year and we are able to publish only a small fraction of them.

Example 2

Thank you for submitting your manuscript XX-2020-0238 entitled "WXYZ" to [journal]. While the manuscript addresses an important topic, **I am sorry to tell you that I am unable to send this out to peer review.**

I have included notes on the manuscript that I hope will be helpful in revising your manuscript. Overall, I believe it would strengthen your paper if each section in the results had more detail related to the analysis, more discussion of variation and shorter quotes, only including what is directly related to the analysis.

I'm sorry I cannot provide a more favorable outcome for your submission. [Journal] receives over 800 manuscripts each year and we are able to publish only a small fraction of them.

PS

If your email is short enough for people to see a PS without scrolling, think about using one

- 79% of people who opened a direct mail read the post script first, before reading anything else
- Simply adding a PS...consistently boosted conversion rates
- It acted like a header, but at the bottom of the message

<https://wordcat.co.uk/power-ps-make-people-read>

PPS

- Keep your PS text short (avoid more than 1 line)
 - Repeat your hook
 - Adding new idea
 - Create sense of urgency
 - Present testimonial

Write Your Answer in Question Box

Write an effective PS to add to a survey email.

- Repeat your hook
- Adding new idea
- Create sense of urgency
- Present testimonial

TIP 3: Visually organized content

POLL #2

How often do you think about the visual appearance of your emails? (choose one)

1. Always
2. Frequently
3. Sometimes
4. Rarely
5. Never

TIP 3: Visually organized content

1. Think about white space
2. Break it up: use headers, bulleted lists, and lines
3. Hyperlink out to keep content brief
4. Choose sans-serif font & limit color/bolding/font changes/etc.
5. Test on mobile devices
 - <https://www.verticalresponse.com/blog/dont-let-your-email-look-defeated-3-essential-design-elements>
 - <https://mailchimp.com/email-design-guide>

OBSSR Updates

March 25, 2020

Firearm Injury and Mortality Prevention Research (R61 Clinical Trial Optional)

Notice Number: 1'AH-20-143

Key Dates

Open Date (Earliest Submission Date): April 15, 2020
Application Due Date: May 15, 2020
Expiration Date: May 16, 2020

Overview

Nearly 40,000 people in the U.S. die from firearm-related deaths each year, primarily from suicide (80%) or homicide (37%), and many more have experienced non-fatal firearm injuries, both intentional and nonintentional. Within the legislative mandates and limitations of NIH funding ([NOT-OD-20-088](#), [NOT-OD-20-086](#)), the NIH encourages research to improve understanding of the determinants of firearm injury, the identification of those at risk of firearm injury (including both victims and perpetrators), the development and evaluation of innovative interventions to prevent firearm injury and mortality, and the examination of approaches to improve the implementation of existing, evidence-based interventions to prevent firearm injury and mortality.

Required Application Instructions

It is critical that applicants follow the Research (R) Instructions in the [SF424 \(R&R\) Application Guide](#), except where instructed to do otherwise (in this FOA or in a Notice from the [NIH Guide for Grants and Contracts](#)). **Applications that do not comply with these instructions may be delayed or not accepted for review.**

There are several options available to submit your application through Grants.gov to NIH and Department of Health and Human Services partners. You **must** use one of these submission options to access the application forms for this opportunity.

1. Use the NIH ASSIST system to prepare, submit and track your application online. <https://public-ara.nih.gov/assist/>
2. Use an institutional system-to-system (S2S) solution to prepare and submit your application to Grants.gov and [eRA Commons](#) to track your application. Check with your institutional officials regarding availability.
3. Use [Grants.gov](#) Workspace to prepare and submit your application and [eRA Commons](#) to track your application.

Inquiries

We encourage inquiries concerning this funding opportunity and welcome the opportunity to answer questions from potential applicants.

[View PAR-20-143](#)

Connect with us



Headers

Hyperlinks

Main point

Line to separate space

Action

space

Call to action

TIP 4:
Subject
line



TIP 4: Subject line

- Think like a marketing professional
 - Words like “urgent” and “important” result in open rates higher than normal
 - Recipients are intrigued by announcements and event invitations than cancellations and reminders
 - People love to be thanked
 - People don’t like being told they’re missing their last chance to get something they’ve already been emailed about

<https://mailchimp.com/resources/category-email-subject-lines>

Tips

- Short subject lines
 - 41 characters (7 words)
- A/B testing

Write Your Answer in Question Box

Think about an email you recently sent. Write an effective subject line (7 words max).

tl;dr



TIP 5:
Brevity

- Email users who send short focused messages receive demonstrably faster responses than users who send long rambling messages

Aral, Sinan and Brynjolfsson, Erik and Van Alstyne, Marshall W.,
Harnessing the Digital Lens to Measure and Manage Information
Work (November 16, 2010). Available at
SSRN: <https://ssrn.com/abstract=1709943>

Tips

- 1 ask per email
- 3 or fewer images
- 20 or fewer lines of text for emails where you want someone to do something
 - Could be far fewer, depending on your target audience

5-sentence (max) email

- Who are you (if needed), and what you want (phrased as what's in it for them)
- Why you are asking the recipient (if needed)
- Why they should do what you're asking (if needed)
- What the action step is

Write Your Answer in Question Box

**Write a 3-sentence (max) email
to get someone to
do something.**

Today: Effective emails

- Main point up front
- Conceptually organized content
- Visually organized content
- Compelling subject line
- Brevity

Prior sessions

- **Grant Writing, Session 1:** How and what to cut: A primer on editing your own work
https://www.hsrdr.research.va.gov/for_researchers/cyber_seminars/archives/video_archive.cfm?SessionID=3683
- **Grant Writing, Session 2:** Tips from experts on how (and how not) to write
https://www.hsrdr.research.va.gov/for_researchers/cyber_seminars/archives/video_archive.cfm?SessionID=3684&Seriesid=96
- **Grant Writing, Session 3:** How to organize your writing for maximum impact
https://www.hsrdr.research.va.gov/for_researchers/cyber_seminars/archives/video_archive.cfm?SessionID=3685

Website for Tips

<https://writebetterproposals.org>

The image shows the top portion of a website. At the top left, the text "Write Better Proposals" is written in a pink font. To the right, a navigation menu contains the links "HOME", "TIPS", "ABOUT", and "CONTACT". The background of the header is a dark grey/black image featuring a glowing lightbulb in the center, surrounded by faint white chalk-like scribbles. A prominent pink circular call-to-action button is positioned on the right side of the header, containing the text "Get tips in your inbox" and a white rectangular button labeled "CLICK HERE". Below the header, the main content area has a dark background with the title "Grant Proposal Writing Tips and More" in white. Underneath the title is a horizontal menu with various categories: "All Posts", "Attitude", "Basics", "Career", "Editing", "Grammar", "Mentoring", "Organization", "Polishing", "Revision", "Specific Aims", and "Top Tips". Below this menu is a row of five article preview cards. Each card includes a small image, a date, a title, and a "Continue Reading" link. The first card shows a red 'Z' and a pie chart, dated April 21, 2020, with the title "FIGURES: WHY YOU NEED THEM AND HOW TO MAKE". The second card shows a stick figure and an arrow, dated April 14, 2020, with the title "REVIEWER COMMENTS: DECIDING WHAT TO". The third card shows a stack of books, dated April 6, 2020, with the title "MUST-READ EDITING BOOKS". The fourth card shows a yellow cartoon character, dated March 30, 2020, with the title "OVERCOMING WRITER'S BLOCK".

Write Better Proposals

HOME TIPS ABOUT CONTACT

Get tips in your inbox

CLICK HERE

Grant Proposal Writing Tips and More

All Posts Attitude Basics Career Editing Grammar Mentoring Organization Polishing Revision Specific Aims Top Tips

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WHY?