The face of your business is projected with every interaction you have with a client, prospective client, or supplier. Emails are often dismissed as not being very important but they can be a key way to develop and maintain your brand image.

An email doesn't have to be long. It should be clear, concise, and focused and have the proper tone in relation to the subject. You do not want to come off as too casual when a formal tone is more appropriate. Key features include:

* A subject that captures attention.
* An appropriate salutation. Use "Dear" for most emails unless you are on very casual terms with the recipient.
* Your purpose, clearly stated.
* Appropriate message length.
* Appropriate closing. Use "Sincerely" or "Regards" for most situations.

Use this outline when crafting your email to a client, prospective client, or supplier:

Subject:

Dear <Hi, Hello - depending on how well you know the recipient. Use "Dear for formal situations.>

Paragraph 1- purpose of the email.

Paragraph 2 - benefits or consequences

Paragraph 3 - closing paragraph - what action needs to be taken and how it should be taken (phone call, email response, letter etc) with appropriate details to enable the expected action.

Closing <Regards, Best Regards, Sincerely>

Name

Title, Company

contact information

Here is an example of a business email that contains all of the elements mentioned.

Subject: Payment Reminder

Dear Mr. Jones,

Our records indicate that your account is 90 days overdue in the amount of $100.00. A copy of the invoice is attached.

Please submit the payment by October 31, 2014 to avoid any unnecessary collection costs. If payment has already been made, please disregard this email.

If you are unable to make immediate payment, please contact us at (416) 555-1212 to discuss and resolve the issue. Thank you for your co-operation in this matter.

Sincerely,

Angela Smith

Accounts Receivable Manager

ABC Corporation

asmith@abccorp.com