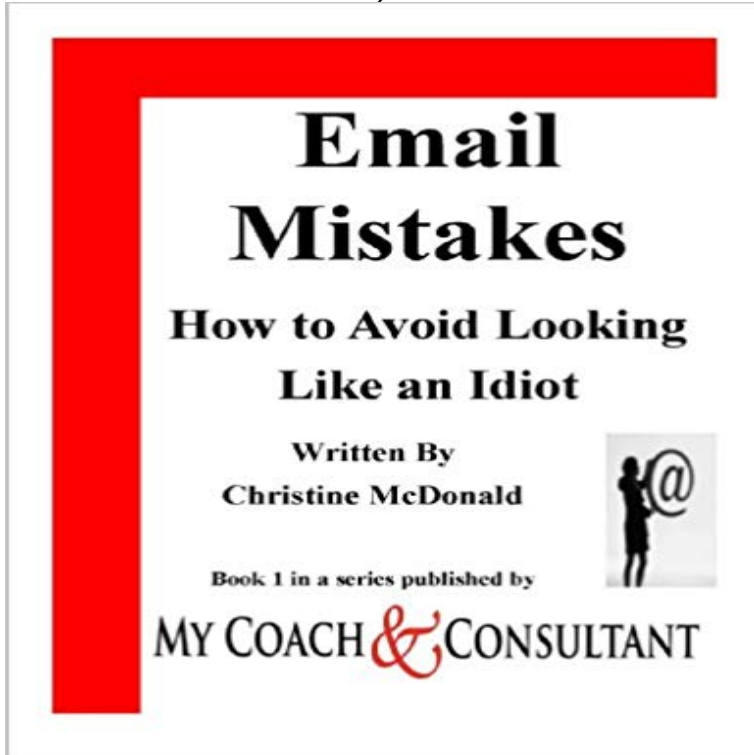


Email Mistakes: How to Avoid Looking Like an Idiot (My Coach & Consultant Book 1)



Email is convenient, easy-to-use, and allows us unlimited communication. But its also filled with risk. If your wording isnt just so; if your spelling misses out; if you really say what youre thinking, you might end up in court or ultimately in jail. Why? Because nothing in email is private or confidential. Every word you type on behalf of your company must stand up to significant scrutiny. Trade secrets, any sort of contract language, inappropriate or lewd language can all land you in a heap of trouble. And how many times have you sent an email and forgotten the attachment? Or maybe youve sent an email to the wrong person and paid the price for it? What nightmares have you heard or read about when people actually lose their job because of a misguided email? Are you willing to have all your emails paraded in front of a jury and/or on the front of local or national newspapers? Email is a reflection of you and your company. It needs to be treated like any hard copy letter or formal report. In business, keep email more formal and you will be viewed as a savvy professional.

Treat it too casually and you may be labeled one of those kids and your respect factor might drop significantly. Email seems so easy but there are far too many opportunities to screw it up through a mine field of grammatical, ethical, professional and legal potholes. If you approach email with a consistent system, you can avoid some of those potholes. Im going to give you a logical process that, if you apply it regularly, will keep you out of a heap of trouble. Weve all laughingly read about email errors, but whats really scary is how often we make the very same mistakes as the poor slob who it the subject of our laughter. This book offers an easy-to-follow process to avoid those horrible mistakes. Use this four-step process every time and youll significantly increase your batting average for professional emails.

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