



MULTIPLY 417

Passion: The Bridge between People and Purpose

Development Skills Series Effective Emails Part 1 of 3

Howdy, Rick,

In the midst of talking about development philosophy (why we do development and why we do it the way we do) and strategy (how we do development), there is a third critical dimension and it involves the various skills we must implement to successfully engage, appreciate, and grow our partner base. Principally, they are written communication, telephone communication, and in person communication (appointments).

Over the course of the next several weeks, I want to review some tips and thoughts surrounding these various skill(s) and perhaps suggest a few ways we can improve them for ourselves or those we are training, supervising.

Written Communication - EMAILS

1. **Sender Name** - make sure your "from" line is from a real, believable, authentic human being at your organization. Personally I use *Rick at MultiPLY 417* to span the gap between those who know me personally, and those who know or are learning about my new(er) ministry.
2. **Subject Line** - there are literally thousands of pages written about subject lines. I would love to talk more in depth with you on that topic, just call or email, but in the meantime remember this - YES, personalize it. Dear <> where the flag represents the first name of the people you are sending the email to. The subject line is THE MOST READ item of your email. It is THE deciding factor in whether your email will be read or not. It must create intrigue, spark curiosity, or suggest there is VALUE to the reader, right around the corner.
3. **Preview Text** - Don't personalize this line. There are primarily two different views on this. View 1 - Just add some value, suggest something they need is here. View 2, literally use a title, but then connect it to the first few words of your first sentence in the body of the email. For example...Effective Emails - In the midst of talking about...
4. **Salutation** - Say hello. Say hi. Call them by name. Warm and friendly. Given my Kansas roots, I tend to say "howdy", it seems a bit corny in writing, but that is me, corny! You may not want to be that informal, but Dear (used 100% of the time) is pretty stuffy.
5. **Explain the problem** - Begin to make your case. Demonstrate a gap. Show potential. This is the first portion of the body of your email. In story mode, this is where we hear about the circumstances that "Suzy" lived in prior to coming to Campus Life, etc.

I'd be more than happy to talk through these specific tips, if you are interested. I also can offer an opportunity to help write your communication pieces or at least provide a 2nd set of eyes perspective and advice. Just [email](mailto:rick@multiply417.com) or call me at (209) 541-5720

Next Week: 5 more tips on Written Communication - Emails.

Passionately,

Rick

P.S. Want some help with any of these ideas. Just [mail me here](#).



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