

E-mail Correspondence

E-mail is a powerful tool in the hands of a savvy job seeker. Use it wisely and you will shine.

Use it improperly, however, and you will brand yourself as unprofessional.

E-mail is often the preferred method of communication between job-seekers and employers.

There are general cover letters, thank-you notes, and replies to various requests for information.

Apply the following advice to every e-mail you write:

- Use a meaningful subject line—one that is appropriate to the topic and maximizes the chances the reader will open it.
- Always be professional in your correspondence. Address the recipient as Mr. or Ms., and always verify the correct spelling of the recipient's first and last name.
- Be concise in your communications. Do not overload the employer with a lot of questions.
- Ditch the emoticons. While ☺ or LOL may be appropriate with friends and family, do not use such symbols when communicating with recruiters or alumni.
- Do not use strange fonts, wallpapers or multicolored backgrounds.
- Sign your e-mail with your full name.
- Avoid using slang.
- Be sure to proofread and spell check your message before sending it.

When you are dealing with employers, there is no such thing as an inconsequential communication. Your e-mails say far more about you than you might realize, and it is important to always present a polished, professional image—even if you are just e-mailing your phone number and a time when you can be contacted. If your message appears sloppy and careless, a seemingly trivial communication will reflect poorly on you.

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