5 Tips to Avoid #EmailFail

Jimmy Fallon had a great segment where he read his favorite #EmailFails. Email is an essential and strategic sales tool for sales professionals, small business owners and entrepreneurs. A strong email marketing strategy and writing good emails that get opened, get respect and get results is critical for increased sales, increased brand awareness and increased credibility.



1. Gmail Lets You 'Unsend' Your Emails: Did you know that you can unsend your email? Demanded by users who have undoubtedly more than once experienced a disastrous #EmailFail, Gmail recently added the email Undo Send feature.

   Did you know that you can unsend your email? Demanded by users who have undoubtedly more than once experienced a disastrous #EmailFail, Gmail recently added the email Undo Send feature.

2. Install a SpellCheck Tool: If you're prone to typos on emails you can install another spellcheck tool for insurance. I like Grammarly - they have a free version, but the paid version is a good investment.

3. Add Contact Info: Your emails should end with a professional signature. Many emails are sent from unmanned inboxes and there is no way to contact the sender.

4. Don't Reply All: Or at least be cautious if you do select Reply All. Most often, only the Sender of your email needs to know your response.

5. Never Forward: Think before you forward an email - that chain you're forwarding may have private conversations that you don't want to share with a prospect or client.