



# Email Proofreading Checklist

Reduce email anxiety by confirming your email succeeds in these areas before hitting "Send."

## Accuracy and Audience



- Check all **dates**: deadlines, schedules, invitations, meetings/appointments
- List readers who need to **act** in the "To" area
- List readers who need to **know** in the "Cc" area
- Use a subject line that's clear, specific, and meaningful to your **reader**

## Clarity and Concision



- Use **strong verbs** like *suggest* or *direct*, not weak verbs like *is*, *are*, *was*, *were*
- Avoid slow lead-ins: skip "It is important to..." or "It is a requirement that..." etc.
- Avoid detail overload: proofread and **delete info they don't need** in order to act
- Lead with *Who+What* in sentences: "The *director* needs the updated assets."

## Relationship Management



- Use human-written greetings and closings to **create connection**
- Use a level of formality that aligns with how well you know your reader
- Respond to or discuss **reader** topics/needs before your topics/needs
- Make it about the **shared goal** instead of "you" in conflict-oriented topics

## Follow-up Call Prevention



- Confirm the email shares **when** to do something it asks the reader to do
- Confirm the email shares **where** (physical or digital) to do something
- Use **formatting choices** that make deadlines or next steps easy to see
- Include **links** and other resources that help the reader take action