



## What Does Your EMAIL SIGN-OFF SAY ABOUT YOU?

How do you sign off or end your emails? Do you use a simple, “Thanks,” or do you opt for something a bit more formal? How should you end your email if you’re writing to someone that you don’t know? Chances are, you haven’t thought about your email sign-off in a long time. Maybe since you last updated your email signature? In today’s business world, more and more business are conducted via email. Email has been a critical communication tool for some time now, and you probably depend on email to communicate with your customers and with your employees. Both rely on good, clear communication channels and relationships to do business with you and to do their jobs. Although we’ve all been using email for a long time now, it still bothers me when I see someone struggle with appropriate email etiquette. One area that I see many people struggle with is how to properly finish, or sign-off an email. For an email sign-off, you could attempt to use the same thing every time – but there will be times when it’s not correct for certain situations. A client that has sent a complaint in an email, for example, may not appreciate a flippant ‘Cheers,’ at the end of your email. This is likely to be seen as very unprofessional. So, how do you make sure that you’re using a good, appropriate email sign off every time?

The answer to this really depends on several things: 1. The reason for emailing. Why are you replying – or emailing the recipient? For example, if you are sending a rejection letter, the sign off will likely be different from that of an acceptance letter. 2. The tone. The sign-off generally encompasses the whole tone of the email and can make the recipient view the whole email in a certain way. In our ‘Cheers’ example above, that customer is likely to wonder whether you’re taking their problem seriously, and starting to wonder if perhaps they should spend their money elsewhere. The Royale Strategy Group Quality Management System Procedure Title: Blog: What your email sign-off says Special Comment: Doc. No. Rev. No. 1 Page 3 of 4 3. The salutation or greeting. In business writing, there is a generally accepted rule that the greeting used dictates the sign-off you should use. A formal start needs a formal finish, and a more informal start needs a less formal finish. To make things a bit easier, here are six of the most common signoffs, and some guidelines as to when you might use them. Cheers This is generally used to end friendly emails, usually among friends or colleagues. Most people will use this when they start an email with a friendly greeting like ‘Hey’. You should feel free to use this with people that you know very well – but never your boss! And it should not be used with people or customers that you don’t know well, or where the email content is serious. Best This closing is short for ‘Best Regards,’ and can be used in a wide variety of email situations.

For the most part, it conveys a sense of friendliness and professionalism and is best used when you are emailing people that you know, but not necessarily that well. This is generally safe to use when you’ve started the email with a ‘Hello’ or similar neutral greeting. Regards This is probably the most challenging sign-off used. Some people argue that it conveys a strictly professional manner and is ideal for professional sounding emails. On the flip side, others argue that this has a cold edge to it. In general, you’re probably best avoiding using this sign off and opting for the slightly more formal, but friendlier ‘Best Regards’. ‘Best Regards’ also works very well for someone that you don’t know very well, or for your superior. Sincerely This is among the most used signoffs by professional people. It is deliberate, concise, and best for people who know what they are doing. If you are writing a formal email or writing to a recipient whom you have not met yet, it is probably best to use this sign-off. Originally, in the days of writing actual hand-written letters, business English told us that ‘Sincerely’ or ‘Yours Sincerely’ should be used when starting a letter with ‘Mr./Mrs.’, while ‘Faithfully/Yours Faithfully’ is used when the letter began with ‘Dear Sir.’

The Royale Strategy Group Quality Management System Procedure Title: Blog: What your email sign-off says Special Comment: Doc. No. Rev. No. 1 Page 4 of 4 No sign-off A few professionals simply include no sign off at all. They simply end the email, although some may include their name. This is perfectly acceptable, if you know the person that you are sending the email to and if this is a non-sales/marketing related email. In many cases, if there are multiple emails back and forth, there is no need to begin or end the email – just the body. A good rule of thumb is to follow the lead of the person that you’re emailing with. Thanks This sign off may be the most popular and is used by almost everyone. This conveys a polite and friendly tone, without being too formal. This can be used with almost every greeting and is especially great for emails where you are asking the recipient to do something. What message are you sending every time you use technology? Do you need to make the most of email communication? Contact us, and we’ll get back to you with just the right message.

Until next time, I GottaLotta to Say....#Chief-ette