



What makes a good subject line?

Recipient placed in the TO box – an action is expected

Subject: Action required: by 1100am Wednesday - Report for Project meeting on Thursday 30th

Subject: Response requested: by 3pm today - approval for budget for new laptop for EA

1: Desired outcome clearly stated (so the reader knows what's expected of them)

2: Timeframe specified

3: Clear, concise description of the subject

Subject: Read only: before weekly Thursday team meeting at 1500 hrs

Subject: FYI: interesting article on productivity benefits of early afternoon nap

Recipient placed in the CC box – for their information only, no action or response expected