Title:
Fun Email Quiz

Word Count:
1017

Summary:
Are you creating a positive, professional impression when you email your co-workers and custom

Keywords:
email, commmunication, business, marketing, customer service

Article Body:
Are you creating a positive, professional impression when you email your co-workers and custom

1.   The tone of a professional email message should be:
a.   Conversational.
b.   Formal.
c.   Casual ˘ like the tone you use with friends.
d.   ˆYo, dude! Whassup?˜

Answer: A. You may be as casual as you like with friends, breaking all the grammar and punct

2.   One method to achieve a conversational tone is to:
a.   Use slang terms and jargon.
b.   Use contractions.
c.   Use acronyms.
d.   Stand up and yell across the office. See if you can start ˆthe wave.˜

Answer: B. When you speak in a conversation, you use contractions. So, it´s acceptable to u

3.   When beginning to type an email, start with:
a.   The addressee´s email address.
b.   The message.
c.   The addressee´s name.
d.   ˆYo, dude or dudette!˜

Answer: C. Starting a message with the addressee´s name is not only more personal, it will h

4.   When writing an email message, paragraphs should:
a.   Be long.
b.   Be short.
c.   Be indented.
d.   Be invisible ˘ no one can mess it up that way.

Answer: B. People aren´t willing to invest time reading messages that appear too long or ted

5.   The best way to make several points in an email is:
a.   Include all the points in the first paragraph.
b.   Include all the points in the last paragraph.
c.   Use lists with bullets or numbers.
d.   Put it on a banner and rent an airplane to fly over the office pulling the banner.

Answer: C. If you put more than one point in a paragraph, it may be overlooked. Lists and b

6.   At the end of an email message, you should include:
a.   Only your name.
b.   Only your name and company.

c.   All your relevant contact information.
d.   A picture of your pet python and twin tarantulas.

Answer: C. Provide people with all the information they need to contact you ˘ in whatever wa

7.   If you know the recipient reads emails quickly and is often in a hurry, the best way t
a.   Paste it into the body of the message.
b.   Attach it as a separate document.
c.   Type slowly.
d.   Have it delivered by carrier pigeon.

Answer: A. When the recipient is in a hurry, he/she will be less likely to open an attachmen

8.   When sending a message, you should copy (ˆcc˜):
a.   Everyone in the department ˘ just in case.
b.   Your boss and your boss´ boss ˘ so they know that you´re working hard.
c.   Only those people who absolutely need to know.
d.   The whole world. Why not? Everyone else does.

Answer: C. The ˆcc˜ function is the most abused function in email. Don´t be a pain!

9.   When writing a Subject Line:
a.   Use something general, such as ˆGreetings˜ or ˆHello.˜
b.   Be specific, but brief.
c.   Use several sentences.
d.   ˆIf you don´t respond, I´ll send Uncle Guido to break your knee caps.˜

Answer: B. A generic Subject Line doesn´t tell the recipient anything. The
more specific you are, the better chance you have of getting the recipient to
open the message.

10.   To write a concise email message:
a.   Omit wordy phrases.
b.   Use very small font (8 point).
c.   Type fast.
d.   Omit every other letter. ˆOi eey ohr lte.˜

Answer: A. An effective method for concise writing is to omit unnecessary
words. For example, use, ˆnow˜ instead of ˆin the immediate future˜ and
ˆtwice˜ instead of ˆon two different occasions.˜

11.   When possible, email messages should be:
a.   Extremely detailed, even if the message is quite lengthy.
b.   Kept to one screen.
c.   Forwarded to the author of a cartoon for future material.

Answer: B. Most readers won´t take time to read more than one screen. The shorter the messa

12.   How much space can typically be viewed in the Subject Line?
a.   25 - 35 characters.
b.   25 ˘ 35 words.
c.   50 ˘ 75 characters.
d.   50 ˘ 75 words.

Answer: A. Characters are defined as every letter or space. In other words,
every time you move the space bar, it counts as one character. The subject
line that appears in most people´s email will display approximately 25 ˘ 35
character.

13.   When responding to a message regarding the best time for a meeting, you should select:
a.   Reply All.
b.   Reply.

Answer: B. The ˆReply All˜ button will send a response to everyone who was
sent the original message. They don´t need to know your schedule. You
should ˆReply˜ only to the meeting coordinator. Then, he/she can select the
best time and notify everyone.

Score:

13 = You´re perfect. (But, you knew that already.) Keep emailing!

10 -12 = You´re okay. Be a little more cautious, though. You could learn a few tips from my

7 - 9 = You could use some help. Try my book, Email Etiquette Made Easy (see link in resource

Less than 7 = Ugh! Call me now! We´ll schedule your intense therapy immediately.