

Business email tips – video work (summaries compiled by Gemini, 29 June 2026)

1/ Here is a summary of Adriana Girdler's tips on "[How to Write a Professional Email](#)".

She breaks down a professional email into a step-by-step structure to ensure your messages are clear, efficient, and successfully capture the reader's attention:

1. The Subject Line [00:58]

- **The Goal:** It needs to be clear and catchy enough to instantly grab the reader's attention.
- **Tip:** Make it high-impact and specific so the recipient knows exactly what the email is about before even opening it.

2. The Greeting & Opening [01:29]

- Always start with a professional greeting, addressing the person correctly.
- Ensure your opening sets a respectful tone for the rest of the message.

3. The Body Paragraphs [01:50]

- **Keep it "Short and Sweet" ["Less is more"]:** People are busy and skim through messages quickly.
- **The First Sentence:** Your very first sentence should deliver the most crucial context or piece of information [02:26].
- **Language:** Use simple, professional words. Avoid overcomplicating things—the goal is to get your point across quickly so the reader can act on it without wasting time.

4. The Call to Action (CTA) & Sign-off [02:57]

- Clearly state what you expect from the reader or what the next steps are (e.g., a deadline or a requested reply).
- Close with a professional email signature that includes your full name, title, company name, and contact details [03:09].

5. The Final Review [03:44]

- **Proofread:** Always review your text before hitting send. Look out for typos, clarity issues, or any missing attachments.
- **Double-Check Recipients:** Make sure you are sending it to the correct email address and that your tone remains professional throughout.

2/ This is advice on [email etiquette](#) and how best to reply to emails by Carlo Tonogbanua.

1. The Fundamentals [00:20]

- **Professional Address:** If sending from a personal account (like for a job application), ensure your email address sounds professional. Avoid casual or outdated usernames.
- **Emotional Control:** Never reply to or send an email while enraged. If you receive an angry message, step away from the computer for a few minutes before answering to prevent future problems [00:53].
- **Polished Structure:** Always include a friendly greeting and closing to make your message feel complete, and *always* proofread.

2. Strategic Timing [01:12]

- **Respond Promptly:** As a general rule, respond to emails as soon as you realistically can so you don't leave people hanging.
- **Buying Time:** If an email requires deep thought, don't rush out a sloppy or abrupt answer just to get it out of your inbox. Instead, send a quick acknowledgement confirming you received it and let them know you'll need some time to look into it [01:53].
- **The Length Rule:** A helpful trick to remember is: *the faster you respond, the shorter your answer should be* [02:00].

3. Recipient Fields (To vs. CC vs. BCC) [02:12]

Misusing recipient fields is one of the biggest office frustrations. The video outlines these golden rules:

- **"To" Field:** Use this for the primary recipients. Putting someone here means **you expect a response from them** [02:57].
- **"CC" (Carbon Copy):** Use this strictly to **keep someone in the loop**. They do not need to reply [03:08].
- **"BCC" (Blind Carbon Copy):** Use this when you need to protect recipient privacy or keep email addresses hidden from the rest of the group.
- **Reply All Caution:** Only use "Reply All" if *everyone* in the thread absolutely needs the update. In general, the fewer people included in an email chain, the better it is for preventing confusion.