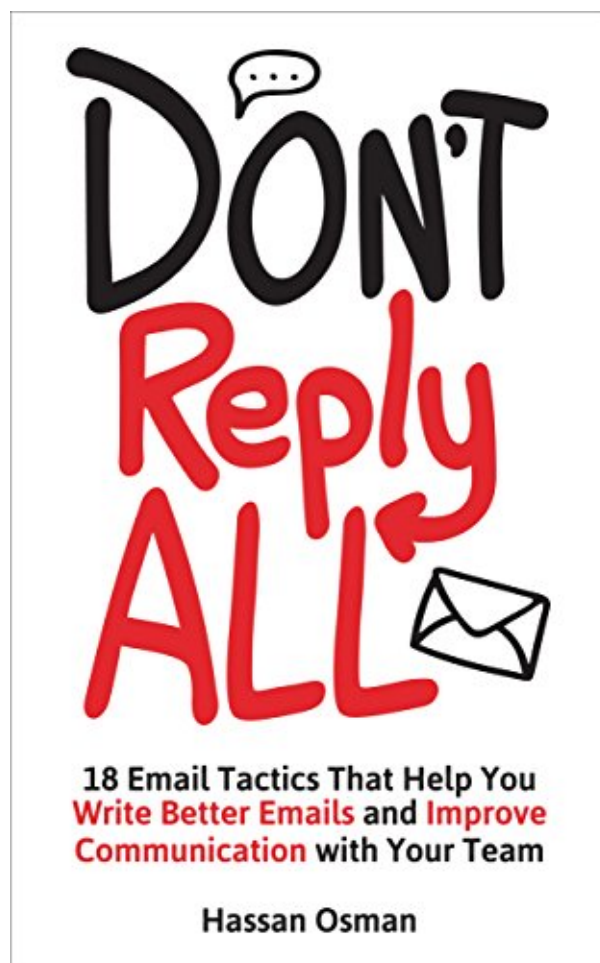


# **DON'T REPLY ALL: 18 EMAIL TACTICS THAT HELP YOU WRITE BETTER EMAILS AND IMPROVE COMMUNICATION WITH YOUR TEAM BY HASSAN OSMAN**



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# DON'T Reply ALL



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Write Better Emails and Improve  
Communication with Your Team**

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## **Review**

"Hassan has masterfully compiled a set of real-world tips & tricks that can be actioned against immediately. This book is packed with practical advice for everyone."- Larry Gioia, Director, Health Industries Advisory at PricewaterhouseCoopers

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\*\*\*#1 Amazon Best Seller in the Business Etiquette & Office Automation categories\*\*\*

Are you frustrated with the amount of time you spend managing your emails every day?

Don't Reply All will show you how to use email more efficiently.

Most employees spend over 11 hours a week reading and replying to emails.

In this book, you'll learn how to spend less time and make your messages more effective. You'll get research-based guidelines for improving the way you communicate with your team members.

Here is a partial list of what's covered:

- How to use the "3Ws" to clearly assign tasks in emails and get things done.
- Four recommendations to help you create powerful subject lines to ensure that your emails are read.
- How to use "If...then..." statements in your messages to improve clarity, increase accountability, and reduce the amount of follow-ups.
- Tips to show you how to format your email so readers will easily be able to see the most important parts of your message.
- How to list questions and present options instead of asking open-ended queries to reduce back & forth emails.
- How to improve your email open-rate by using the "Delay Delivery" feature to schedule your emails in advance.

Here's what's included in the book:

Tactic #1: Assign Tasks in an Email Using the "3Ws" Tactic #2: Write the Perfect Subject Line Tactic #3: TL;DR - Write Emails That are Five Sentences or Less Tactic #4: Break Long Emails into Two Parts Tactic #5: Make Your Emails Scannable Tactic #6: Show Instead of Tell by Attaching Screenshots Tactic #7: Spell Out Time Zones, Dates, and Acronyms Tactic #8: Use "If...then..." Statements Tactic #9: Present Options Instead of Asking Open-Ended Questions Tactic #10: Re-Read Your Email Once for a Content Check Tactic #11: Save Drafts of Repetitive Emails Tactic #12: Write It Now, Send It Later Using Delay Delivery Tactic #13: Don't Reply All (Unless You Absolutely Have To) Tactic #14: Reply to Questions Inline Tactic #15: Reply Immediately to Time-Sensitive Emails Tactic #16: Read the Latest Email on a Thread Before Responding Tactic #17: Write the Perfect Out-of-Office (OOO) Auto Reply Tactic #18: Share the Rules of Email Ahead of Time

Free Bonus

As a free bonus for purchasing this book, you'll get a downloadable cheat sheet (a PDF file) that summarizes the content on one single page. You'll also get a PowerPoint presentation (a PPT file) that also summarizes the tactics in the book, but in more detail so you can share the deck with your team.

Would you like to learn more?

Download Don't Reply All now to get started right away.

Scroll to the top of this page and click on the "buy button."

- Sales Rank: #54611 in eBooks
- Published on: 2015-12-11
- Released on: 2015-12-11
- Format: Kindle eBook

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## Most helpful customer reviews

2 of 2 people found the following review helpful.

A book with no-nonsense tactics that will help you improve your email communication skills

By Roberto Zoia Nesta

Despite the huge advances in communications and the little improvement in email systems, email is here to stay. And it makes sense, because email remains one of the most effective and frictionless form of communications.

Reading, writing, and answering emails consumes a significant amount of everybody's time.

According to a 2012 McKinsey study cited by Osman, the average US worker spends 28% of his/her workweek reading and responding to email. Most people recognize that they should do something about how they deal with mail, the actual number of people taking some real action is small.

This book is not about managing your inbox --no "inbox zero" pretensions here--, but about down-to-earth tactics to help you and your team become better and more effective communicators. The value of the book is not in its novelty --"There's nothing earth-shattering about the contents of this book. In fact, many of my tips are common sense that you've probably read somewhere before"-- but in that it offers proven best practices that you can adopt immediately, and that you can share with your team.

The tactics can be divided in two groups, tactics 1 to 5 being the most important and effective ones. "If you

take away a handful of lessons from this entire book, they should be those five tactics. They are your 80/20—the 20% of actions that will produce 80% of your results." These 5 tactics are about how to write meaningful subject lines, keeping the content of your emails short and to the point, and assigning tasks using the "3W"s:

- The Who. Use the name of a single person or the name of the persons, don't address people using "all", "team", etc.
- The What. Don't be ambiguous and avoid making assumptions.
- The When. The exact time and date a task needs to be completed by. Always use a deadline, even if it's fake.

The remaining 13 tactics in the book cover other no-nonsense advice like why you should steer away from asking open-ended questions in mails, how to use delayed delivery for sending emails when they are most likely to be read, and the maybe the most important one: do not hit reply-all when only the original sender needs to read your message.

Hassan Osman has vast experience managing projects with large, geographically distributed teams. His previous book, *Influencing Virtual Teams*, offered no-nonsense tactics to help you managing your team. I think his new book *Don't Reply All* will benefit anybody whose work involves using email for communicating with coworkers and clients.

(Disclaimer: I received a free copy of this book in exchange for an honest review.)

2 of 2 people found the following review helpful.

Short and simple but effective tactics for better emails

By Goofychick

Even with my college degree in English, I still find writing effective emails to be a challenge. Even when I think I've crafted the perfect request, I'm surprised by the recipients who didn't understand. Thanks to this short but informative book, I have identified several issues to address. In my work, I deal with many complex emails due to contracts and regulations, and I love the idea of using subheadings. Not sure why I didn't think of that. The "3Ws" will become my mantra "who, what, when" (assign work to individuals, give exact tasks, and set deadlines even if they are not in stone). I've also asked my boss if we can use his quick summary handout for internal training. I strongly urge you to spend an hour reading "Don't Reply All." Even if you don't learn something new, you will find validation if you are currently practicing some of these tactics.

2 of 2 people found the following review helpful.

Crisp, clear, and informative

By Caroline L.

The author of *Influencing Virtual Teams: 17 Tactics That Get Things Done with Your Remote Employees* is back. Hassan has a very crisp and clear style. If you'd like to learn good tactics for better email etiquette, pick up this book. He lays each part of the book out very clearly.

When I worked at a software company, the primary method of communication was e-mail, as is the case for most of corporate America. It felt like I was constantly being bombarded with emails. I think that a lot of people would benefit from reading this book.

Disclosure: I received a free review copy in exchange for an honest review.



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Osman considering that they actually should read this book. It can be the one that truly love reading.