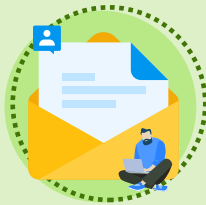


# ADVICES FOR MAKING CONTACT BY E-MAIL



Enter the subject clearly and concisely, **summing up the reason** for your e-mail.



Always use an **educated respectful tone** to the recipient.



Start your e-mail with a **brief introduction of yourself** and state whether you are writing on your own behalf or for someone else.



If you receive a response, don't hesitate to reply. **Answer within two days.**



**Take care with the content** of the email. Remember that these messages can be forwarded.



**Do not attach your CV** unless you have been asked to do so.



Don't entrust everything to email and **contact people by phone** if it is possible.



**Don't delete earlier e-mails** that you answer. That way, the recipient won't lose the context.



Source: Stanford Business School