



SENDING PROFESSIONAL EMAILS

WHAT TO WRITE & HOW TO WRITE IT

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A FEW GUIDELINES //

1 Always use a subject line

The subject of an email describes its content and attachments in as few words as possible. Make your subject short and concise— you will have the opportunity to expand upon this in the email's body.

2 Use a professional greeting

Don't forget to say hello. If you know the name of the person you are contacting address them specifically. If it is a specific department of a company make sure to use the right naming conventions and terminology. If the To, From, Bcc, and Cc fields are not addressed correctly, the email may look unprofessional.

3 Easy to understand

Use language that is short, concise and easy to understand. Less is more when crafting emails. When you start a new subject, use a new paragraph. Keep lines short, no more than 2–3 per paragraph. Grammar and punctuation should be correct!

4 Use a professional closing

Like greeting, you should always include a closing to be friendly, polite and professional. Some examples include: I look forward to hearing from you, Best, Thank you, and Warmly, Cheers, etc.

5 Emojis

Emojis and bitmojis are becoming more popular, but always consider your audience before sending. If a company doesn't seem like it would use emojis in conversation, it's best to leave them out.

6 Proofread

Proofread or install features like Grammarly on your computer so you can have automatic spelling and grammar correction. Punctuation is a great way to express tone in an email but use it sparingly.

Think about searching for this email a month from now. What searchable keywords could you include in the email to make it easier to access later?

7 Actionable component

Make sure to add a clear call to action in your email. Are you asking for advice? Looking to meet with an alum? Be specific!

8 Send a test email to yourself!

If you want to see what your email will look like to your receiver, send a test email to yourself first! This ensures you know exactly how your email looks before sending!

EMAIL ANATOMY //

NEW MESSAGE — ↗ ✕

TO CC BCC

SUBJECT

Hi, reader,

The body of the email outlines the reason you are reaching out. Follow the guidelines on pages 06-07 to maintain professional email etiquette!

Best,

Name Here
Major 'Graduation Year
[Website Link](#)
Email@email.com

SEND A 📎 🔗 😊 📎 📷 \$ ⋮ 🗑️

Cc and Bcc

Bcc stands for blind carbon copy. The Bcc field should be used when the group of receivers don't know each other. Cc stands for carbon copy. The Cc field should be used when all of the receivers know each other and need to be on the same page.

Subject line

Your email subject line serves as the first impression to your receiver that tells them what your email is about. The best subject lines are short, clear, descriptive, and give the reader a reason to explore your message further.

Signatures

An email signature is the sender's name signed or typed at the end of an email that states who you are followed by your contact information. Signatures make it easy for the receiver to get in touch with you.

Links

A link in the email can be used to direct employers or connections to your website, portfolio or other professional related content. When including links, it's helpful to embed it as a hyperlink within your signature.

Attachments

An attachment is a file attached to an email message. Be mindful of your attachment file size— if it's too large, your receiver might have trouble opening it! It's typically a good rule of thumb to only send attachments, like a resume or cover letter, when asked.

EMAIL SCENARIOS //

Here are a several e-mail examples to help guide you with your e-mail writing. They're presented in Before, During, After, and Other sections. Each example will have the specific situation the e-mail is meant for, a potential subject line you can use, and the example e-mail content itself.

Don't restrict yourself to the subject lines or writing provided. Make sure to customize any examples to the position or opportunity you're seeking out!

// Before Applying/Meeting

► **SCENARIO:** Alumni informational interview request/studio visit

POTENTIAL SUBJECT LINE: MICA Alum reaching out

Hi <alumni's name > ,

I hope you are doing well. I'm a sophomore <department> major at MICA and a student of <faculty> , whom I understand you know as well.

I'm reaching out because I'm at a crossroads in my life, and am becoming more interested in <their industry>. I was very inspired when I heard about the career you've had since your time at MICA. Your portfolio is gorgeous. I was inspired by <mention something specific and authentic.>

I would be so grateful to have the opportunity to talk with you, and learn a bit more about your experience at <company, org or industry.> Would you be open to a quick 15 minute call or video chat? Or I'll be in <their city> the weekend of <dates> and would be happy to treat you to a coffee.

I'd just love to hear more about your experience and thoughts on where to point myself as I continue to build community around my interests.

Thanks in advance,

[E-mail Signature + Contact Info + Links to online portfolio]

► **SCENARIO:** Scheduling time to meet/talk

POTENTIAL SUBJECT LINE: MICA Student looking for guidance

Dear <alumni's name>,

I hope this message finds you well! I am a <class standing> <program or major> at MICA, and a student of <faculty>, who I understand you know as well.

My own work has been moving toward <relevant industry/field>, so I was very inspired when I heard about the career you have had since your time at MICA. Your portfolio is gorgeous! I was drawn to <insert specific.>

I would be so grateful for the opportunity to talk with you and learn a bit more about your experience at <insert org.> Can we find a time to chat either by phone or Skype? I'll also be <any date you could meet the person.> It would mean so much to me.

Thanks in advance,

[E-mail Signature + Contact Info + Links to online portfolio]

► **SCENARIO:** Informational Interview request after a visit

POTENTIAL SUBJECT LINE: Great to meet you today at MICA!

Hello <alumni's name>,

Thanks so very much for spending your day at MICA! I appreciate you sharing your time and expertise. I was thrilled to have the opportunity to speak with you. I admired <specific thing you said>.

After hearing more about your design internship, I'm definitely very interested! As you suggested, I'm attaching for you my cover letter and resume, along with the pdf I showed you of my work. You can also find me here <link.>

Thank you very much. I hope to see you this summer!

[E-mail Signature + Contact Info + Links to online portfolio]

// During the process

► **SCENARIO:** E-mail applying to a posted Internship with e-mail cover letter
POTENTIAL SUBJECT LINE: Application for <Position> - Resume Submission

Hi <contact's name>,

Please accept my application for the <Insert position> role. Having a fervor for diverse storytelling and my passion for journalism design, I am excited at the prospect of learning with your team. What interests me about <your company> is <insert specific.>

As a former intern for <Insert company>, I understand the process of <insert skills and processes relevant to both experiences.> For the past 7 years, I've worked with various publications to produce content for magazines, yearbooks, and newspapers. In addition, I participated in high school journalism and have actively advocated for a publication at MICA. <Insert any other skills here.>

I've attached my resume, references, and samples of work as requested. I would be thrilled to further discuss the possibility of my contributions to the <Company> team.

Warmly,

[E-mail Signature + Contact Info + Links to online portfolio]

► **SCENARIO:** Emailing Alum/Contact to let them know you've applied
POTENTIAL SUBJECT LINE: Thanks/Application in!

Hey <alumni's name>,

I wanted to let you know I applied for the <position title> position!

Thanks again for providing me with advice and sharing your experience at <Company or organization.>

It made me much more excited to apply and to be a part of <company.>

Let me know if there is anyone you think I should reach out to, or send my materials to directly. I hope to stay in touch with you and look forward to hearing back from the team.

Best,

[E-mail Signature + Contact Info + Links to online portfolio]

► **SCENARIO:** Email applying to internship with cover letter attachment
POTENTIAL SUBJECT LINE: Thanks/Application in!

Hello!

My name is Andrew and I'm finishing up my last semester as an Animation/VFX major at Maryland Institute College of Art in Baltimore. I am very interested in <Insert position.>

I am efficient in <list applications and programs here.> Beyond the technicals, I am <insert what else makes you an exciting and relevant candidate for this position!.>

What interests me about <company> is <specific interests>. My reel can be viewed at <vimeo.site link> are and the rest of my work can be viewed at my site: <site here.> I have also attached my resume and cover letter to this email. Thank you for your time and I look forward to hearing from you.

Sincerely,

[E-mail Signature + Contact Info + Links to online portfolio]

// Various Forms of Follow-Up

► **SCENARIO:** See if you should reach out to anyone in addition to main contact
POTENTIAL SUBJECT LINE: <Contact name>'s Friend/Reaching out

Hi <contact name>!

[Introduce yourself]. <Friend/Contact> met you at a <name of conference or event> last week and recommended I reach out to you because <enter reason here.> I'm finishing up my last year at MICA, studying <major.> <Describe your work in a sentence.>

<Add a sentence about how your experience is relevant to this person.>

I understand the application states to <where/who to send materials> but is there anyone else you suggest I reach out to or send my materials to directly? Any information you could provide would be extremely helpful.

Thanks! I look forward to hearing from you.

[E-mail Signature + Contact Info + Links to online portfolio]

► **SCENARIO:** Follow-up after no response

POTENTIAL SUBJECT LINE: <Title/Position> Application Inquiry

Hi <contact's name>,

I am following up on the application I sent last Tuesday for the <title or position.> Please let me know if there is anything else you would like me to send your way, or anyone else you suggest I connect with and/or send my materials to directly. I'm excited at the prospect of joining your team.

Best,

[E-mail Signature + Contact Info + Links to online portfolio]

► **SCENARIO:** Follow-up after a deny

POTENTIAL SUBJECT LINE: Thank you for your consideration

Hello <contact name>!

Thank you so much for considering me for the <position> role. I truly enjoyed getting to know your team through the process.

Although I wasn't selected for this position, I would love to stay in touch. I hope you will keep me in mind for future opportunities. I also welcome any feedback you may have for me so that I can put my best foot forward next time.

Thanks! I look forward to hearing from you,

[E-mail Signature + Contact Info + Links to online portfolio]

► **SCENARIO:** Follow-up after a phone interview

POTENTIAL SUBJECT LINE: Thank you for your opportunity

Hi <contact name>!

I am reaching out to thank you for giving me a call and considering me for <position>!

After speaking with you about <mention something specific> I'm even more excited about the prospect of working with your team. I'm curious about your hiring timeline, and if you are able to give me a bit more information about the next steps? Please, feel free to reach out if you have any questions or need any additional materials from me in the meantime.

Thanks! I look forward to hearing from you.

[E-mail Signature + Contact Info + Links to online portfolio]

// After receiving an offer

► **SCENARIO:** Meeting request

POTENTIAL SUBJECT LINE: Thank you/Questions

Hello <contact's name> ,

I am grateful for the opportunity to work for you in the <position title> role for <company name.>

This position really excites me and I would love to be a part of your team. There are a few questions i hope to clarify before confirming my acceptance and I would love the opportunity to talk with you to discuss in person. I'm flexible this week, if you have a time that works for you? I look forward to hearing from you.

Thanks,

[E-mail Signature + Contact Info + Links to online portfolio]

► **SCENARIO:** Inquiring about a decision

POTENTIAL SUBJECT LINE: Thank you/New Developments

Hi <contact's name> ,

I'm so excited about the possibility of working for <company.>

Thank you so much for considering me. I think I will really be able to make an impact on <insert thing you know they care about a lot.>

I wanted to be transparent about something that's developed this week. I've received another job offer, and while <company name> is my top pick, I'm being given a short time to make a decision.

They would like a response within the next couple of days. I don't expect you to change your processes, but wanted to make you aware, should this factor into your decisions or timeline. I'm curious if you anticipate making decisions in the coming days?

Again, I would love to work with you at <company name> and look forward to hearing from you.

Thank you,

[E-mail Signature + Contact Info + Links to online portfolio]

► **SCENARIO:** Multiple offers

POTENTIAL SUBJECT LINE: Thank you/Friday ok?

Hi <contact's name>,

I am so grateful for the offer and excited about the possibility of joining <company.> I know you want my response by Thursday, however, I have one final conversation booked this week with another company, and I'd like to see it through. Can I get back to you on <date> with my decision?

Thanks,

[E-mail Signature + Contact Info + Links to online portfolio]

► **SCENARIO:** Salary questions/negotiation

POTENTIAL SUBJECT LINE: Thank you/Question

Hello <contact's name>,

Thanks again for the offer. I'm very excited about <position or opportunity.>

I've been looking at my budget as well as doing some research on similar positions, and I would feel more comfortable if the salary were in the <enter range or price point.> Is there any room to negotiate?

Thank you,

[E-mail Signature + Contact Info + Links to online portfolio]

// Other ways to follow-up

► **SCENARIO:** Staying in touch after graduation

POTENTIAL SUBJECT LINE: Great to meet you

Hi <contact's name>,

This is <your name> from the Maryland Institute College of Art. I'm reaching back out to let you know I graduated and share with you my <insert project you want to share.>

It was such a pleasure meeting you <when and where you met.> You've been a great source in giving me confidence and inspiration. I hope I can continue to reach out for future encouragement or advice and look forward to hearing from you soon.

Thank you,

[E-mail Signature + Contact Info + Links to online portfolio]

► **SCENARIO:** Staying in touch after meeting in-person

POTENTIAL SUBJECT LINE: Thanks/Fun link

Hi <contact's name>,

Thank you again for meeting with me back in February. Hearing about your journey really put me at ease, and gives me so much inspiration about what's to come.

I just wanted to reach back because I stumbled upon this <article, resource, work> that reminded me of our conversation about <topic.> Perhaps you've seen it? <maybe mention a takeaway from it for you.>

Anyway, hope you are doing well.

Thanks again,

[E-mail Signature + Contact Info + Links to online portfolio]

// Social Media Messaging

► **SCENARIO:** LinkedIn connection message after seeing their profile

MESSAGE CONTENT:

I stumbled upon your profile and see you also went to MICA. I'm a sophomore <major> and a student of <professor they are connected with.> I'm so impressed with what you are doing and would love to stay connected.

► **SCENARIO:** LinkedIn connection message after a talk/event

MESSAGE CONTENT:

Hello Chris, thank you for coming to visit MICA and sharing your amazing work with us. I'm so inspired! I'd love to keep in touch. Best —Jane

► **SCENARIO:** Messaging through Social Media if you already know them

MESSAGE CONTENT:

Hi Lauren! I hope you're doing well! It's my junior year at MICA, and I'm really interested in interning w/ <insert company.> I spoke w/ <other connection> last year while she was at the company and she suggested I also reach out to you for some advice. I am hoping <your specific advice request.> Thanks in advance!

STAGES OF PROCESS //

- Initial Connection
- Informational interview
(sending a thank you)
- LinkedIn invite
- Applying
- Follow up to Applying
- Let them know you've applied
(messaging internal people)
- Interviewing scheduling
- Thank you after interviewing
- Negotiating
- Accepting
- Declining

A typical stage of process when connecting with a professional. This is just one example of what your emailing stages of process can look like when hunting for jobs or internships!

Consider how you're meeting and why you're applying— it will inform the stages that you reach out to a professional, connection, job, or internship.

EMAIL GLOSSARY //

Alumni

Reaching out to alumni is a perfect way to establish connections or ask for advice pertaining to a particular job, company or position. An alumni email summarizes who you are and why you want to connect.

Attachments

An attachment is a file attached to an email message. Be mindful of your attachment file size— if it's too large, your receiver might have trouble opening it! It's typically a good rule of thumb to only send attachments, like a resume or cover letter, when asked.

BCC (Blind Carbon Copy)

The Bcc field should be used when the group of receivers don't know each other. Doing this respects their privacy. Not doing it will make the receiver wonder if there are other privacy issues the sender doesn't respect. If the email is going to 10+ people, it is not courteous to send each one a long list of people's names and email addresses in their To or Cc field.

CC (Carbon Copy)

The cc field should be used when all of the receivers know each other and need to be on the same page. It can also be used if the receivers don't mind their email address being known by colleagues. If there is any doubt about this, the sender should ask.

Cold Email

A cold email is sent to a prospect with whom you haven't had any prior connection or interaction. Cold emails are used to make a good first impression, establish a connection or ask for advice. Cold emails are used to turn a cold lead into a warm lead.

Cover Letter

Sometimes employers will ask you to send your cover letter as an email, instead of as an attachment. An email cover letter is usually sent with your resume to expand on your areas of expertise. Be sure to follow employers instructions closely for formatting!

Warm Email

A warm email is sent to someone whom you've already established a connection with. Reaching out to a previous cold email connection is an example of a warm email.

Follow-up

A follow-up email is a response to an email or a second email if the recipient has not responded. Follow-ups should clarify your objective and clearly stated purpose.

Follow-up Deadlines

24 Hours to send a Thank You follow up email after a meeting or interview.

48 Hours to send a Thank You after submitting a job application

1-2 Weeks to send a meeting request follow up or after no response regarding a job application.

Every 3 Months to catch up with a connection.

Links

A link in the email can be used to direct employers or connections to your website, portfolio or other professional related content. When including links, it's helpful to take the extra time to insert your link within a keyword in your email.

Negotiation

If you received a job offer via email, crafting a quick message is a way to strike while the iron is hot for a salary negotiation. It's best to keep a negotiation polite and direct when counter offering or asking to schedule a meeting or phone call to further discuss.

Reply to All

Reply to all should be used carefully. It's not professional to send information to the wrong person. Reply all is great to use if a group of people are trying to find meeting times, or need to exchange information.

Resume

When sending an email resume, it's important to follow the employer's instructions on how to submit your job materials. When there are no clear directions, send as a pdf attachment.

Signatures

An email signature states who you are followed by your contact information. Signatures make it easy for the receiver to get in touch with you.

Subject line

Your email subject line serves as the first impression to your receiver that tells them what your email is about. The best subject lines are short, clear, descriptive, and give the reader a reason to explore your message further.

// **HAPPY E-MAILING!**

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