



Professional Email Guide

How to write a professional email

Understanding how to write a professional email can help you draft effective communications for a variety of workplace needs, whether you're interacting with colleagues or customers. Follow these steps to create a thoughtful professional email:

1. Create an informative subject line

The subject line of an email lets its recipients know what to expect before they begin reading it and often helps them prioritize the other emails in their inbox. Write a subject line that's straightforward and concise so that your intended recipients can understand its main purpose quickly. Keeping your subject line succinct can also ensure that your recipients can read it, regardless of the browser they're using. In addition, use engaging language to entice them to open your email. If it's appropriate for you to do so, consider personalizing your subject line by including their name in it.

2. Provide a polite greeting

You can begin most professional emails with "*Dear*" or "*Hello.*" If you're writing to a colleague who you have a close working relationship with, it's beneficial to include their first name in your greeting. If you're addressing your email to a direct supervisor or manager, make sure you include both their first and last name, along with the appropriate honorific. When addressing clients or customers, you may use language that's less formal, depending on your employer's requirements.

3. Address the purpose of your email

State the purpose of the email in the first sentence below your greeting and try to keep your copy as brief as possible. This ensures that you're honoring your recipient's time and providing them with the information they need. Consider using a bulleted or numbered list to help organize the information if there are several points you want to address. Make sure you structure your email in a way that communicates its importance to the recipient clearly and you include proof for any claims you choose to make.



4. Include a clear call to action

If you want the recipient to do something in response to your email, specify what this is. In addition, include details on how you want them to respond if you're expecting a reply. Let them know if there's a deadline you want them to be aware of and the level of urgency in responding to your email. Be sure to attach any additional information that might be necessary for them to access, such as important files or documents and let them know what these are in your call to action.

5. Close with your contact information

Conclude the letter with your name, job title and contact information. This information may include your phone number, website and any additional information that you think may be important for your recipients to contact you. You may also provide your address, particularly if you want the recipient to send you physical documents or products. Even though recipients can see your email address when you email them, it's also beneficial to include it in your contact information to highlight your professionalism.

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