

This month's Business in Berkshire tip is:

Keep emails short

Since we have a business based around the Internet I get hundreds of emails every day. Most are spam but let's say around 100 are to do with business. This means I tend to give short, direct answers although from time to time this gets me into trouble!

Some people like / need padding around the words. So when a short email hits they may feel like you're not making the effort.

The trouble with email is that they fly into your inbox demanding your attention and many of those that sent them want a reply yesterday! They don't care that your hard drive has just crashed while you're preparing for a major tender or the dog has just trashed little Jimmy's new football.

They want your TOTAL attention and they want it NOW!

30 years ago the pace was slower and people were / seemed far more polite than they are today. If they wanted your attention they would phone and ask if you were available for a chat over a nice cup of tea and maybe some scones.

Today you must put your own life on hold to attend to the needs of whoever sent you the email.

To my mind this doesn't balance, what is needed is a disclaimer under the signature which is aimed at allowing us the room to respond directly in our own time. Please feel free to borrow one I created for my column in Berkshire Life "don't ya know!"

Thank you for your email. I will read it as soon as is realistically possible and will respond in my own time. Please be patient as over one hundred business emails a day need my

attention. I am grateful to receive each and every one. Please excuse the brevity of my email, if you feel it is thus. I would like to give longer replies but I need to balance the time I spend responding to email with the time I have available and as much as I enjoy my work I run my own business so I can live my own life and this is dominated by the people I love most, for which I make no apology. I look forward to doing business with you in the near future.

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