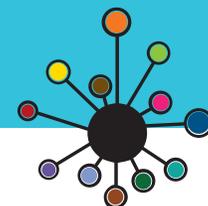


# Mastering Email Communication: The Ultimate Cheat Sheet for Small Business



**TELECO**  
Integrating Technologies

Welcome to the Small Business Email Best Practices Cheat Sheet, designed to equip you with essential strategies for email success. In this cheat sheet, you will discover valuable tips and best practices to enhance your email writing, organization, and overall email management skills, empowering you to leave a lasting impression and achieve your business goals.

## Email Composition:

- Create clear and concise subject lines
- Use proper greeting and closing
- Use professional tone and language
- Utilize Formatting tips (e.g., bullet points, paragraphs)

## Email Etiquette:

- Reply promptly and acknowledge receipt of emails
- Avoid using excessive capitalization or emoticons
- Use BCC for large recipient lists
- Be mindful of email signature guidelines



## Managing Email Inbox:

- Organize emails into folders or labels
- Utilize email filters and rules
- Archive or delete unnecessary emails
- Set up email notifications or filters

## Email Productivity:

- Use keyboard shortcuts for common email operations
- Use canned responses or email templates
- Utilize email scheduling and snooze features
- Flag or star important emails

## Email Security:

- Recognize and avoid phishing emails
- Enable two-factor authentication
- Use strong passwords and password managers
- Report spam or suspicious emails
- Send sensitive information securely



## Email Follow-up and Organization:

- Use email flags or reminders for follow-ups
- Categorize emails with labels or tags
- Create rules for automatic email organization
- Use search and filtering options



## Email Attachments:

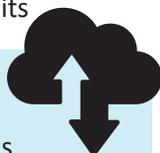
- Properly attach and send files
- Compress large attachments
- Use cloud storage or file-sharing links
- Check file compatibility and size limits

## Dealing with Email Overload:

- Unsubscribe from unwanted email lists
- Filter or block spam emails
- Prioritize and categorizing emails

## Email Backup and Recovery:

- Regular back up of important emails
- Restore or recover deleted emails
- Exporting or migrating email data
- Archiving emails for long-term storage



Effective email communication is a cornerstone of running a successful small business, enabling you to engage with customers, partners, and employees efficiently. If you require any further assistance or guidance with implementing these tips and best practices, feel free to reach out to us at Teleco. Our team is dedicated to helping small businesses excel in their email communication strategies and we are ready to provide support tailored to your specific needs.

Contact us at [sales@teleco.ca](mailto:sales@teleco.ca) and let us help you achieve email success.