

# 6 errors to avoid when writing email subject

Email is a means of exchanging information daily between individuals working in different fields. Here are 6 errors to avoid writing email headers.

Email is a means of exchanging daily information among collective individuals operating in different fields. Each email you write and send to someone partly shows how you are, so in addition to the content of the email, you need to be careful with the subject of the email. Here are 6 errors to avoid writing email subject

## 1. Email subject is too long

Many people are often greedy, wanting to put all the information on the email header. As a result, the recipient cannot read the entire title, and, in turn, feels uncomfortable with the email.

So when writing the title, you should select the most focused information, the number of characters should not exceed the number of 50. An impressive and concise title just enough will help the recipient pay attention and quickly open. email from you.

## 2. Do not write the email subject

In a day, we receive lots of emails, from co-workers, partners, to sales companies. So an email without a subject will quickly be filtered out of the system. They look more like spam than a really meaningful letter.

## 3. Abuse of special characters and capital letters

Many people believe that the more special letters and capital letters are used, the more special their letters become. In fact, your mail will create negative attention, that is, the recipient goes straight to the trash.

You should only use capital letters when it is extremely important information, need to be aware. In addition, special characters such as 'exclamation marks', 'commas' . need to be put in the right place.

## 4. Misspelled email subject

Misspelling is extremely taboo in emails, both in the content and the subject. This proves that the sender has a superficial attitude, not respecting the recipient. Therefore, the probability of your email not being clicked open is very high.

Therefore, after writing an email, you need to take a closer look, see if you have an error to fix it completely. Currently, there are quite a lot of spell checking software, you can use them instead of manually checking.

## 5. Use words that are 'utopian'

There are many people using email to serve unhealthy purposes: phishing, threatening . So there are some banned words used by Google to filter these emails into spam mailboxes. Therefore, you need to find out and avoid using them. Also, email headers should be truthful and avoid exaggerating unreasonable things.

If you find an email with the words 'utopian' like: making 100 million in 1 day, get rich for free . the recipient will feel it is spam and immediately delete them.

There are many businesses mistakenly believe that the more headline the better. But the truth is, you should impress by hitting the recipient's needs instead of using shocking, offensive words.

## **6. Writing email headers doesn't make sense**

Not everyone recognizes and understands the importance of email headers. Many people often have a habit of randomly typing in a sequence of meaningless characters, a slamming sentence in the title. This makes your email look terrible.

The best thing you should do is write a meaningful email subject, summarizing the content you want to present. No need to be overly impressed, but at least when you look at your email, the recipient must understand what you're trying to discuss.

'Hey', 'Hello', 'Dear' are greetings, not the email subject. However, there are still quite a lot of people using this kind of special sentence for the title.

=> Before sending an email, you have to put yourself in the mood of the recipient: which email will feel uncomfortable, disrespectful, what email looks too much like spam . From there, you will have a way to choose filter and use words more effectively.

Email subject is an important factor affecting the perception of the recipient, causing them to make a decision whether or not to open the email. So you need to pay attention to write titles carefully, concise, impressive and not misspelled. Don't let your negligence delay work, fail to sign a contract just because a client doesn't open an email

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