

# 7 Tips for Emailing Extraordinary Busy People

*Here's how to break through the noise and get busy people to take action when you email them.*

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We all get a lot of email. And we send off scores of them, too. For important emails, we hope for replies or action.

If you do the math on the number of inbound emails you get multiplied by the time it would take to read them all and respond to those that expect a reply, you would be astounded. It is simply unmanageable.

Yet some simple techniques can help massively improve your ability to get people to take action on your important emails. And they will appreciate it, too.

## **1. Keep it short and to the point.**

Many people ramble in emails. On my most important ones, I spend as much time figuring out what to cut out as I do putting into the writing of it. On email, less is always more. When in doubt, leave it out.

## **2. State your most important ask up front.**

Many people write email without a "call to action" or reason they're writing the email. Make sure to state yours and if there is no action required, say so upfront, as in "this is for information only -- no action required."

Often emails are complex and require you to list lots of background. If so, it's still okay to list what your expected action is near the top of the email. For super important emails or key dates people need, I often put these in red and bold. Example: When I send a "save the date" email I often put the event date, location and "reply by" date near the top in red.

## **3. If there are multiple parts to the email, try to break it up into sections.**

When emails get a bit longer due to background info, I often break them up into sections (as I am doing in this post). It's easier to follow when you have sections as guidelines. It's also easier for the reader to scan for what they want. If they get your email and see one big wall of long text, often people shrug and move on to the next email (see point 2 again -- if you give an action up front and make it bold, they will get hooked in and at least know what you expect).

Read the rest of the story [here](#).

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