

Email Etiquette

By Joe Bunn

For Disc Jockey News

If you're like me, you spent a lot of your day on email. Let's face it, this is the way that our clients communicate. We rarely get phone calls anymore! Everything seems to be done using email, even down to allowing clients to e-sign contracts and pay their deposit and balance by just making a few clicks. In fact, I rarely even get checks in the mail anymore. Knowing that, you have to have your email game on point, and hopefully this article will help.

Be modern. If you are still using @gmail, @hotmail, @aol (talk about retro) etc. to respond to business emails, shame on you! That's just not professional. Your email address needs to be info@ or office@ and then whatever your company URL is. We are info@bunndjcompany.com, but I did find that I go to spam sometimes, so I started using bunndj@bunndjcompany.com for most of my outgoing emails.

Be social. Have you ever counted how many emails you fire off in a week? I bet it's in the thousands. Shouldn't every single one of those emails have an email signature on it? And in that signature, put links to all of your social media and your website! That's free advertising in my opinion!

Be fast. The first rule of email is to respond promptly! We steal business from competitors every single day (who are cheaper than we are) simply because we are very good at our response time. You have to imagine that if you are getting an inquiry from a client, they are probably pinging 3 or 4 other companies. Guess who is probably going to get that gig? The first responder.

Be smart. There is nothing worse to me than getting an email with a bunch of misspelled words and bad grammar. The other thing that drives me nuts is people that don't know how to use the shift key, or the ones that make stuff in all caps. STOP YELLING AT ME! Take the time to read your email a couple of times before hitting send, or just have some email "templates" that you create and have had someone proofread. Then it's as simple as copy and pasting them.

Be courteous. Remember, email is tricky because you can't see the person you're talking to. Sarcasm, for example, just does not translate via email. When you send an email, it's ok to try and give it some personality, but most importantly, be respectful and professional. Don't send emails when you are steaming mad! Trust me, I've learned that the hard way. Once you hit send, you can't take it back!

Give info. When you respond to an initial inquiry, be thorough, but don't feel like you have to write a novel. In our first response, we have a few hyperlinks to things that I think inquiring couples would want to know about. 1-a page on our site that has tons of helpful information (<http://bunndjcompany.com/tools/helpful-information/>). 2-a link to our blog page

(<http://bunndjcompany.com/category/blog/>) or if you are really wanting to impress them, find one that you wrote about a recent wedding at the place they are getting married and send that link. 3-a link to our almost 400 reviews on Wedding Wire, surely that will impress them!

Attach it. If you do a lot of weddings, surely you have noticed that huge binder of info that couples bring to your consultations right? Well, instead of including all of your pricing and such in the body of the email, have a professional graphic designer create a branded PDF for you that lists out all of your pricing. That way, your client can print that out and add it to their binder. Plus, it just looks more professional than a printed email. If you don't want to include your pricing in the first email and like to save that for your consultation, I understand, but I still feel like giving them something that they can print out, even if it's just information about your company, is essential.

It's time for me to go catch up on emails now that I've finished writing this! Good luck to you!

Joe Bunn & Mike Walter present The PhDJ Workshop in Raleigh, NC on November 4th & 5th, 2014. Visit www.phdjworkshop.com for more information.