

Email P.A.S.S. Model

P Purpose

What is the *purpose* of this communication, and what objective does it relate to?

Example: I need your input on the revised Microsoft proposal.

A Action

What *action* is involved and does it have a due date?

Example: Please review the proposal and send me your input by Oct. 1.

S Supporting Information

What *supporting information* does the recipient need?

Example: You will find the most recent copy of the proposal at <http://salesdocuments>. We recently had a meeting with the key stakeholders and changed some of the terms....etc

S Subject Line

Has the communication been effectively summarized in the *Subject Line*?

Example: Action Requested: Review revised Microsoft proposal and provide input by 1 Oct.

Does your email content P.A.S.S.?

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Subject Line Protocol

Action Requested: Take Action

Response Requested: Respond only

Read Only: Read, file or delete

FYI Only: File or delete

EOM: End of Message

Customized Subject Lines: Coded for specific purposes

To and Cc Lines

To Line: Responsible for the action on the subject line. Action is directly related to mutual objectives.

Cc Line: Not responsible for any action on the subject line. Communication directly impacts recipient's objectives.

Bcc Line: Be careful, careful.

Two Final Questions

Have you written the email so that it will not come back with questions?

Do you need to track this email? If so, Cc yourself and track it in your follow up system.