



# Closing Correctly.

Step 1. Call to action.

Step 2. Match the register of the email.

Step 3. What is your closing line?

Step 4. Signature Block.



## Step 1.

Call to action.

What do you want the reader to do?

### Informal

You can do this in a friendly tone.

The reader should know if  
there is a next step.

### Formal

Use standard phrases  
to explain how to proceed.

Be direct about the instructions.



## Step 2.

Make sure you match the register of your email.

This helps send the appropriate message.

### Tip #1

Always check that the first and last lines are consistent.

Formal and formal,  
or informal and informal.

Just make sure they match.

### Tip #2

Double check the email for grammar and adjust the format.

The first and last lines **MUST** be correct. This is crucial.



## Step 3.

What is your closing line?

Look at some of the examples below.

### Informal

Talk to you soon.

Have a good one.

Take it easy.

### Formal

Sincerely,

Best Regards,



## Step 4.

Keep the content balanced, align the color, animation, and information to the sender's desired image.

### Tips

Limit the number of contact information sources.

Add a logo and/or social media icons.

### Questions

Do I add a photo?

How much color is ok?

How many phone numbers?



## Did you convey the message you wanted?

Write less emails. But spend a little more time on each one.

### Tip #1

In general, people will appreciate less emails.

So, try to write less emails.

### Tip #2

Spend a little extra time.

Make sure they are high-quality emails.