As important as the content of the email is the format.

First and most important, especially for students: A professionally sounding email address makes sense to most other individuals, such as the email address most students have for the university.

These types of email addresses reinforce your identity with the world at large, especially people whom you do not know well—and that is most people. People who do not know you well want to know your name. Why? For millennia, people have exchanged names as a first step in establishing a relationship whether business, professional, or personal.

In this class you will reinforce this simple concept by doing the following:

1. Open your UB email account.
2. Click Options atop your email account page.
3. Click Personal Information.
4. Fill out the form with your information as I have done with mine in the picture below. (Use the quotation marks [" "] and arrows [< ] as I note below.)

Full Name: Your Name, University of Bridgeport
E-Mail Address: “Your Name, University of Bridgeport” <youremail@bridgeport.edu>
Reply Address: “Your Name, University of Bridgeport” <youremail@bridgeport.edu>

![UB WebMail - Mozilla Firefox](image)
When you write an email, you do not include a salutation (Dear So and So) or the date in an email. Why? The information will appear in the email when the individual receives it. Why duplicate the information?

You must remember to use the Subject line to describe your email. Phrases such as Hi, It's me, or blank does not serve your interest. In business and even us professors, receive scores of emails daily. For example, I filter out emails with Hi in the subject line because they are usually junk mail. Therefore, write something in the line that relates to the reader—not to you. Remember the reader cares primarily about his/her interests, not yours.

The email should also be formatted in a block text format, as I have done here. That means you do not indent. You put a line space between paragraphs.

At the end of the email, you do not sign it. If you have an attachment, make a note of it in the email. Do not write enclosure. You cannot enclose something with an email. You need an envelope to do that. That's it. It should appear as the following:

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To: Joseph Conlin, Professor, English 202 <jconlin@bridgeport.edu>

Subject: Re: test

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At the end of the email, you do not sign it. If you have an attachment, make a note of it in the email. Do not write enclosure. You cannot enclose something with an email. You need an envelope to do that. That's it. It should appear as the following:
If you want to use a mail client, such as Microsoft's Outlook or Thunderbird, go to the following site:
<http://www1bpt.bridgeport.edu/pages/4312.asp>.