

# Unleash the Power of Purepost



**Purepost**

**Purepost Knowledge Center**

**The Power to Know**

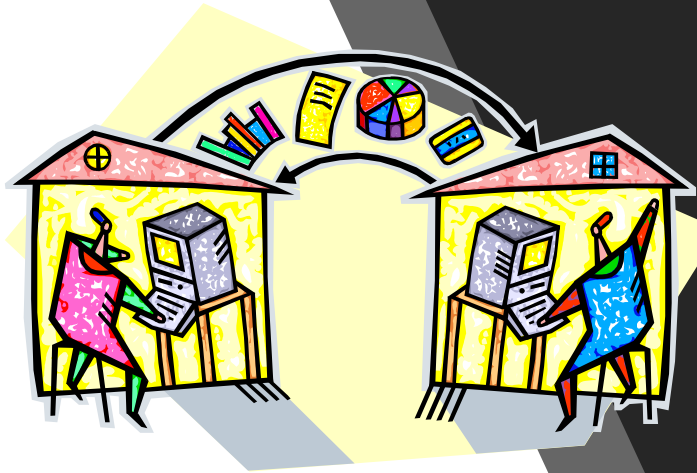
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# Non-Verbal Communication

- Be genuine when you smile
- Smile appropriately for the occasion
- Keep your body language open
- Avoid crossing your arms in a defensive stance
- Lean toward people rather than away
- Exude enthusiasm in your tone
- Be interested in what people are saying
- Be active in listening, put distractions away
- Know what is natural and not natural in what you do

## Netiquette and Email Etiquette Tips

*Top 26 Most Important Rules of Email Etiquette, By Heinz Tschabitscher, About.com Guide*  
**These core rules of email etiquette help us communicate better via email.**



- 1. Take Another Look Before You Send a Message:** Don't send anything you don't want to send or would be afraid for a co-worker or supervisor to read. Check for improper spelling, grammar and punctuation to avoid giving a bad impression of your company.
- 2. Do Not Default to "Reply All":** "Reply" is the way to respond. Only use "Reply All" if you really need your message to be seen by each person who received the original message.
- 3. Keep Emails Short:** Do not intimidate recipients with too much text. Some questions you get over and over again, such as directions to your office or how to subscribe to your newsletter. Save these texts as response **templates** and paste these into your message when you need them. You can save your templates in a Word document or use pre-formatted emails.
- 4. Properly Format Your Email Replies, and Be Lazy:** Do you think quoting original text in your email replies perfectly is a lot of work? Don't let the '>' intimidate you! Here's a very comfortable, relaxed, quick and still clean and compatible way to reply properly.
- 5. Write Perfect Subject Lines:** Try to use a subject that is meaningful to the recipient as well as yourself. For instance, when you send an email to a company requesting information about a product, it is better to mention the actual name of the product, e.g. 'Product A information' than to just say 'product information' or the company's name in the subject.
- 6. Clean Up Emails Before Forwarding Them:** Forwarding emails is a great way of sharing ideas, but make sure the original idea is not hidden in obfuscation.
- 7. When in Doubt, Send Plain Text Email, Not HTML:** Not everybody can receive your fancily formatted emails. Some may even react furious. To be safe rather than sorry, send plain text emails only when in doubt.
- 8. Don't Forward Hoaxes:** Email hoaxes often contain stories that are intriguing, and sure to irritate. If you receive an email message warning you of a new unstoppable **virus** that will immediately delete everything from your computer, this is most probably a hoax. By forwarding hoaxes you use valuable bandwidth and sometimes virus hoaxes contain viruses themselves, by attaching a so-called file that will stop the dangerous virus. The same goes for chain letters that promise incredible riches or ask your help for a charitable cause.
- 9. Use Current Antivirus Software, Keep it Up to Date, Scan for Free:** Make sure you're not spreading worms and viruses via email or act as a vehicle for spreading spam. All this can be caused by malicious emails. Fortunately, there's protection.
- 10. Say Why You Think What You Forward Will Interest the Recipient:** More and better communication makes better relationships. Here's a way to spot and share relevant information and foster ties by forwarding emails and links.

# Top Ten Tips for Listening



# **CAUSE**

An Acronym for Effective Active and Passive Listening

**CAUSE** Stands For

**C** = Choosing

**A** = Attending

**U** = Understanding

**S** = Selecting

**E** = Expressing

The basic elements of your listening responsibilities can be recalled through the help of the CAUSE taken the Sperry Corporation's CAUSE for Listening Training Program.