



PROFESSIONAL COURTESY

Etiquette/Protocol Consultants - Fort Wayne, Indiana - Telephone: 260/486-7758

E-mail: Karen.Hickman@professionalcourtesyllc.com

Web site: www.professionalcourtesyllc.com

STATIONERY ETIQUETTE

The mail that comes into our homes and into our offices has a powerful impact on the impression we form of the sender, consciously or unconsciously. Many people sort their mail by their waste basket and it is often easy to identify the mail that is extraneous and unimportant to the recipient.

Important mail should and usually does have a certain look about it. That look draws a person's attention to it and says, "pay attention."

Electronic mail is appropriate for certain situations, but there are times that "hard copies" or handwritten messages have more impact and distinguish the sender.

Here is a list of ways to set yourself and your company apart through the mail you send:

- Address all outgoing mail with honorifics or titles. For instance, Ms. Jane Smith, Mr. Richard Jones or Dr. Carol Reed.
- Salutations should reflect the make up the company. A letter addressed "Dear Sir" or "Gentlemen," would not work in most companies today. If you do not know individual names address the letter to "Ladies and Gentlemen."
- Handwritten notes are always in style and are appropriate when someone does something special for an individual. For instance, after being treated to a meal, having received a gift, an interview. Correspondence cards can be used by men and women.

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