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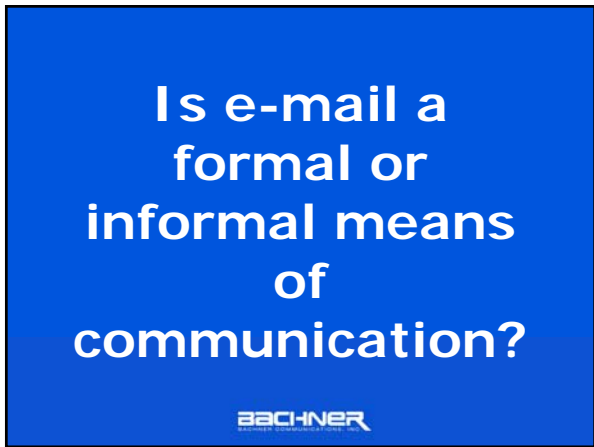
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**SO WHAT?**



BACHNER  
ENGINEER COMMUNICATIONS, INC.

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**SO WHAT?**  
**SO  
PLENTY!**



BACHNER  
ENGINEER COMMUNICATIONS, INC.

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**E-MAIL  
LASTS  
FOREVER!**



BACHNER  
ENGINEER COMMUNICATIONS, INC.

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E-mail is all about the speed of **what?**

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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E-mail is all about the speed of **transmission**

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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Do not get caught in a speed trap. Proceed at that pace you believe will result in a **high-quality professional communication.**



BACHNER  
ENGINEER COMMUNICATIONS, INC.

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**HASTE  
MAKES  
WASTE!** --Mom

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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**GO TOO FAST AND...**

*At worst:* You will make a mistake – or someone will allege you did – because you told yourself you did not have the time to proofread.

*At best:* You will create an image of being a professional who is in so much of a hurry, only luck prevents a mistake.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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**RULE 1**  
APPLICABLE TO  
ANY SPECIFIC E-MAIL

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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**I'LL TELL  
YOU LATER.**



**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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**RULE 1  
IN GENERAL**

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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**BE DELIBERATE**

The quick and fast reply  
often is the most  
dangerous of all.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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# BE DELIBERATE

Respect this fact:  
Project risk is inversely  
proportional to project size,  
complexity, and fee.

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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# WHY?

# APPROPRIATE

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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# BE DELIBERATE

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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## BE DELIBERATE

E-mail programs include  
a variety of features  
designed to make it

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## BE DELIBERATE

E-mail programs include  
a variety of features  
designed to make it  
easy to make haste.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## SET UP YOUR ADDRESS BOOK EFFECTIVELY

Drilling Rig Repair/John Doe  
Kohl, Apps Assoc./Pete Jones

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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**YOUR E-MAILS  
SHOULD SERVE AS  
EFFECTIVE  
DOCUMENTATION.**

Make it easy for you or others to figure out who was who and what was what.



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**YOUR E-MAILS  
SHOULD SERVE AS  
EFFECTIVE  
DOCUMENTATION.**

Make it easy for you or others to figure out who was who and what was what.  
You *will* forget.



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To: Bidlow Constr./Joe Smith  
vs.  
To: joe@gmail.com  
or  
To: "Joe Smith" <joe@gmail.com



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## WHEN INITIATING AN E-MAIL

Leave These Blank

To:  
Cc:  
Bcc:  
Subject:

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## WHEN INITIATING AN E-MAIL

Insert the Information at the Top of Your e-Mail Text

To:  
Cc:  
Bcc:  
Subject:

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## WHEN INITIATING AN E-MAIL

In that way you prevent accidental issuance.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## WHEN INITIATING AN E-MAIL

In that way you prevent accidental issuance.

Insert the e-mail addresses and the subject **only** after you are **certain** everything is ready to go.

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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## WHEN INITIATING AN E-MAIL

But do append any attachments from the get-go, to help prevent forgetting them.

**BUT...**

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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## WHEN INITIATING AN E-MAIL

Open every attachment to ensure it's the right one (vs. the wrong one with the right name).

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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**DIGRESSION AHEAD**

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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**ATTACHMENT  
VS.  
APPENDAGE**

Consider using "appendage" instead of "attachment" (and "append" instead of "attach") because "appendage" and "append" are more accurate.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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**ATTACHMENT  
VS.  
APPENDAGE**

**YOU'RE IN THE  
ACCURACY  
BUSINESS**

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## ATTACHMENT VS. APPENDAGE

*"But it sounds weird. Everyone says 'attach' and 'attachment.' I like being like everyone else. I don't want to stand out from the crowd. There's comfort in being a commodity."*

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## END DIGRESSION

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## WHEN INITIATING AN E-MAIL LEAVE Bcc: BLANK

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## WHEN INITIATING AN E-MAIL

LEAVE Bcc: BLANK  
OR  
INSERT YOUR OWN  
ADDRESS IF YOU  
WANT TO ISSUE  
A Bcc

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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Good morning, Bob. Below is the text of an e-mail I just sent to John Doe. I'm sending it to you in confidence. I wanted you to see it, but John is unaware that I've sent you a copy.

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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## WHEN INITIATING AN E-MAIL

Subject: **IS  
IMPORTANT**

At least for filing.

As a general rule...

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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## WHEN INITIATING AN E-MAIL

Subject: **IS IMPORTANT**

ALL e-mails should be put into the project file electronically or by hard copy.



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## WHEN INITIATING AN E-MAIL

Subject: **IS IMPORTANT**

It creates clutter, but only near-term.



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## WHEN INITIATING AN E-MAIL

Subject: **IS IMPORTANT**

It creates clutter, but only near-term. Decide what's unimportant later, via 20/20 **hindsight**, while the project file is culled after project completion.



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## WHEN INITIATING AN E-MAIL

Subject: **IS IMPORTANT**

If your firm does not now have a protocol for this, it really needs to think hard about developing one.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## WHEN INITIATING AN E-MAIL

Subject: **IS IMPORTANT**

If your firm does not now have a protocol for this, it really needs to think hard about developing one.  
**And enforcing it.**

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## WHEN INITIATING AN E-MAIL

Subject: **IS IMPORTANT**

Also remember that many e-mails will be viewed on a small screen. [Click here](#)

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## WHEN INITIATING AN E-MAIL

Subject: **IS IMPORTANT**

Also remember that many e-mails will be viewed on a small screen. Try to make your subject line effective using 20 or fewer characters.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## WHEN INITIATING AN E-MAIL

Subject: **IS IMPORTANT**

Bypass spam filters by NOT using all caps and avoiding words that a filter might consider offensive, like



**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## WHEN REPLYING TO AN E-MAIL

Hit "Reply", "Reply to all", or "Forward" (depending on how you want to deal with any appendage), then...

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## WHEN REPLYING TO AN E-MAIL

Cut the information from

To:

Cc:

Bcc:

Subject:

and paste it into the top of the e-mail text, then...

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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## WHEN REPLYING TO AN E-MAIL

CHANGE  
WHATEVER  
YOU NEED  
TO CHANGE!

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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## WHEN REPLYING TO AN E-MAIL

USE YOUR  
ADDRESS BOOK  
WHEN COMPLETING  
To: and Cc:

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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## WHEN REPLYING TO AN E-MAIL

GET THE SUBJECT RIGHT IN TERMS OF THE PROJECT NAME OR YOUR PROJECT NUMBER



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## WHEN REPLYING TO AN E-MAIL

ESPECIALLY BECAUSE YOU MAY BE WORKING ON FIVE PROJECTS, WHILE THE SENDER IS CONCERNED ONLY ABOUT ONE.



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## WHEN REPLYING TO AN E-MAIL

Subject: The Project  
vs.  
Subject: Baxter House 041268



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## WHEN REPLYING TO AN E-MAIL

GET THE SUBJECT RIGHT TO CORRECTLY SUMMARIZE OR CHARACTERIZE WHAT THE SUBJECT HAS MORPHED INTO.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## WHEN REPLYING TO AN E-MAIL

Subject: Baxter House 041268

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## WHEN REPLYING TO AN E-MAIL

Subject: Baxter House 041268

vs.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## WHEN REPLYING TO AN E-MAIL

Subject: Baxter House 041268

vs.

Subject: Halloween Party

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## WHEN REPLYING TO AN E-MAIL

REVIEW THE ENTIRE  
THREAD; ASSUME NOTHING.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## WHEN REPLYING TO AN E-MAIL

REVIEW THE ENTIRE  
THREAD; ASSUME NOTHING.  
WRITE NOTHING UNTIL  
YOUR THREAD  
REVIEW IS 100% THOROUGH

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## WHEN REPLYING TO AN E-MAIL

REVIEW THE ENTIRE  
THREAD; ASSUME NOTHING.  
WRITE NOTHING UNTIL  
YOUR THREAD  
REVIEW IS 100% THOROUGH  
AND  
100% COMPLETE.

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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## WHEN INITIATING OR REPLYING

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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Realize that e-mail can be sterile.  
It conveys none of the body  
language we interpret face-to-face,  
in person or via Skype. [Learn more.](#)

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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Realize that e-mail can be sterile. It conveys none of the body language we interpret face-to-face, in person or via Skype. **It conveys none of the voice inflection we get from the telephone.**

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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Realize that e-mail can be sterile. It conveys none of the body language we interpret face-to-face, in person or via Skype. **It conveys none of the voice inflection we get from the telephone.** Even a handwritten letter conveys more humanity; something the recipient can use to build a person.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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Your e-mail message arrives via a man/machine interface that can reduce what you write to pure thought – or just words – with no humanity.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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Your e-mail message arrives via a man/machine interface that can reduce what you write to pure thought – or just words – with no humanity. No sound.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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Your e-mail message arrives via a man/machine interface that can reduce what you write to pure thought – or just words – with no humanity. No sound. No sight.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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Your e-mail message arrives via a man/machine interface that can reduce what you write to pure thought – or just words – with no humanity. No sound. No sight. It could be anybody writing.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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E-Mail creates a HUGE potential for misinterpretation.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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E-Mail creates a HUGE potential for misinterpretation. Readers can misunderstand what you write and mischaracterize your attitude or intent.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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**BE ESPECIALLY CAREFUL  
WHEN IT COMES TO  
HUMOR.**

Consider using  
emoticons  
to make your  
intention clear.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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# REMEMBER

REALITY IS  
WHAT THE READER  
PERCEIVES IT TO BE.

Your interpretation of  
readers' expectations.

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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KEEP YOUR  
LANGUAGE  
SIMPLE.

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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KEEP YOUR  
LANGUAGE  
SIMPLE.

Basic writing rules apply: Use  
short, simple, declarative  
sentences.

BACHNER  
ENGINEER COMMUNICATIONS, INC.

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# KEEP YOUR LANGUAGE SIMPLE.

Begin each sentence with a subject,



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# KEEP YOUR LANGUAGE SIMPLE.

Begin each sentence with a subject, followed by a verb



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# KEEP YOUR LANGUAGE SIMPLE.

Begin each sentence with a subject, followed by a verb, followed by an object or prepositional phrase.



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**KEEP YOUR LANGUAGE SIMPLE.**

You are writing to communicate unambiguously, not to demonstrate how clever you are or how many "big words" you know.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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**KEEP YOUR LANGUAGE SIMPLE.**

**DUMP THE PASSIVE VOICE**

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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Mr. Smith should be informed about the schedule delay.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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Mr. Smith should be informed about the schedule delay.

**Who does the informing?**



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Mr. Smith should be informed about the schedule delay.

**BETTER**



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Mr. Smith should be informed about the schedule delay.

Inform Mr. Smith about the schedule delay.



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Mr. Smith should be informed about the schedule delay.

**BEST**



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Mr. Smith should be informed about the schedule delay.

Call Mr. Smith now. Tell him about the schedule delay.



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**KEEP YOUR LANGUAGE SIMPLE.**

Remember: The final authority on what you *really* meant is not Noah Webster; [it's your audience.](#)



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# KEEP YOUR LANGUAGE SIMPLE.

Remember: The final authority on what you *really* meant is not Noah Webster; it's a trier of fact, and that's usually a jury.



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# BE BRIEF USE APPENDAGES



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# BE BRIEF USE APPENDAGES

Hi, John. I'm writing to ask the company to invest in a new Whizbang 480. As my team and I discuss in the appended memo, the 480 should generate a phenomenal payback. Call me with any questions.



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**BUT**

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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Don't use an appendage  
to justify lazy writing.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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Don't use an appendage  
to justify lazy writing.  
Edit. *Become succinct.*

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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Don't use an appendage  
to justify lazy writing.  
Edit. Become succinct.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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Don't use an appendage  
to justify lazy writing.  
Edit. Become succinct.  
Get to the point quickly.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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## BE BRIEF

### USING APPENDAGES

Hi, John. I'm writing to ask the company to invest in a new Whizbang 480. As my team and I discuss in the appended memo, the 480 should generate a phenomenal payback. Call me with any questions.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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**BE BRIEF**  
**WRITE TIGHT**

Hi, John. I'm writing to ask the company to invest in a new Whizbang 480. As my team and I discuss in the appended memo, the 480 should generate a phenomenal payback. Call me with any questions.



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**BE BRIEF**  
**WRITE TIGHT**

Hi, John. I'm writing to ask the company to invest in a new Whizbang 480. As my team and I discuss in the appended memo, the 480 should generate a phenomenal payback. Call me with any questions.



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**BE BRIEF**  
**WRITE TIGHT**

Hi, John. Let's ting to ask the company to invest in a new Whizbang 480. As my team and I discuss in the appended memo, the 480 should generate a phenomenal payback. Call me with any questions.



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# BE BRIEF

## WRITE TIGHT

Hi, John. Let's **ting** to ask the company to invest in a new Whizbang 480. As my team and I discuss in the appended memo, the 480 should generate a phenomenal **payback**. Call me with any questions.



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# BE BRIEF

## WRITE TIGHT

Hi, John. Let's **ting** to ask the company to invest in a new Whizbang 480. It will and I discuss in the appended memo, the 480 should generate a phenomenal **payback**. Call me with any questions.



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# BE BRIEF

## WRITE TIGHT

Hi, John. Let's **ting** to ask the company to invest in a new Whizbang 480. It will and I discuss in the appended memo, the 480 should generate a phenomenal **payback**. Call me with any questions.



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**BE BRIEF**  
**WRITE TIGHT**

Hi, John. Let's **ling** to ask the company to invest in a new Whizbang 480. It will **and I discuss in the appended memo**, the 480 should generate a phenomenal payback. See the appended memo.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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**BE BRIEF**  
**WRITE TIGHT**

Hi, John. Let's invest in a new Whizbang 480. It will generate a phenomenal payback. See the appended memo.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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**BEGIN WITH A GRACIOUS SALUTATION**

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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John. I write to...

**Is not gracious.  
IT'S RUDE!**



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Dear John. I write to...



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Dear John. I write to...

**IS  
UNSETTLING!**



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Hello, John. I write to...

Greetings, John. I write to...

Good afternoon, John. I write to...

I enjoyed speaking with you, John. I write to...

Thanks so much for getting in touch, John. I can tell you...



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**BE SUCCINCT,  
EXPLANATORY**

Hi, John. I'm responding to your e-mail below. I checked with...



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**DON'T SHOUT.**

**EXCEPT TO EXPRESS  
GRATITUDE OR PRAISE**

CONGRATULATIONS, Bill. You truly deserve the honor...

Hi, Mr. Jones. THANK YOU SO MUCH for sending me the copy of the...



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Hello, John. Your presentation was much TOO LONG. And I found it to be BORING, except when you NEEDLESSLY used OFFENSIVE LANGUAGE.

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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**DON'T SEND AN ANGRY E-MAIL**

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See if this is short enough, Bill: DROP DEAD.

Hello, John. Your presentation was much TOO LONG. And I found it to be BORING, except when you NEEDLESSLY used OFFENSIVE LANGUAGE.

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**DON'T  
SEND A  
NASTY  
E-MAIL**

**BACHNER**  
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I must say I'm surprised by your reaction, Bill. Given where your head is most of the time, I didn't know you could see. Or hear.

Hello, John. Your presentation was much **TOO LONG**. And I found it to be **BORING**, except when you **NEEDLESSLY** used **OFFENSIVE LANGUAGE**.

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**ACT IN  
HASTE,  
REPENT AT  
LEISURE.** --Mom

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**RULE 1**  
APPLICABLE TO  
ANY SPECIFIC E-MAIL

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**RULE 1**  
ASK THIS QUESTION:

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**SHOULD  
I EVEN  
USE  
E-MAIL?**

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**REMEMBER THESE  
KEY FACTS.**

YOU ARE IN THE  
SERVICE INDUSTRY.

YOU SERVE PEOPLE.

THEREFORE, THE MOST  
IMPORTANT THING YOU DO IS



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**COMMUNICATE  
COMMUNICATE  
COMMUNICATE  
COMMUNICATE**



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Especially in the case of client  
representatives, code officials,  
supervisors or other superiors  
within your own organization –  
among others – **take the time to  
ask,**



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Especially in the case of client representatives, code officials, supervisors or other superiors within your own organization – among others – **take the time to ask, "What communication methods do you prefer?"**



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Even if e-mail is preferred or just okay, is your topic appropriate for an e-mail?



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Even if e-mail is preferred or just okay, is your topic appropriate for an e-mail?  
If you are reporting on what you perceive to be others' poor behavior,



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Even if e-mail is preferred or just okay, is your topic appropriate for an e-mail?  
If you are reporting on what you perceive to be others' poor behavior, **DON'T CONVEY THAT VIA E-MAIL**



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Even if e-mail is preferred or just okay, is your topic appropriate for an e-mail?  
If you are reporting on what you perceive to be others' poor behavior, **DON'T CONVEY THAT VIA E-MAIL** unless you want everyone to know your feelings.



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Hi, Larry. I just had a run-in with one of Bidlow's guys on site. What a total jerk! Plus that, he's as dishonest as they get. Who in their right mind hired these morons?



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Hi, Fred. Joe seems really upset with Bidlow. What's your take on this? By copy, I'm asking every human being in Europe and Asia to comment.

Hi, Larry. I just had a run in with one of Bidlow's guys on site. What a total jerk! Plus that, he's as dishonest as they get. Who in their right mind hired these morons?



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**RALPH  
PECK'S  
ONLY  
LAWSUIT.**



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**WHY  
E-MAIL  
WHEN YOU  
CAN CALL?**



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**“Because,  
if it isn’t  
in writing,  
it didn’t  
happen!”**

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While that’s true, it’s also true  
that a lot of people prefer  
telephone talk over meeting  
face-to-face.

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While that’s true, it’s also true  
that a lot of people prefer  
telephone talk over meeting  
face-to-face. And many of the  
same people prefer e-mail to  
the telephone, largely because  
they believe they are not  
gregarious “people persons.”

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E-Mail allows them to kind  
of communicate while  
actually hiding from their  
groundless fears and  
feelings of inadequacy.



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**DON'T  
LET  
THAT BE  
YOU**



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**YOU  
ARE IN THE  
PEOPLE  
BUSINESS**



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Assuming it's OK with whomever  
you are communicating...

**CONTACT BY  
TELEPHONE AND  
CONFIRM BY E-MAIL.**



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*"Hi, Bill. It's John. If you have about three minutes  
I'd like to go over a couple of issues about the project."*

*"Sure."*

*"Say, a question though: How's your daughter doing?  
You said she'd broken her ankle on that ski trip."*

*"Thanks for asking, John. She's...."*



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Good afternoon, Bill. I enjoyed  
speaking with you. I was happy  
to learn about Margaret's  
recovery. I'm writing to get your  
sign-off on my recollection of our  
key discussion points....



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**DO NOT  
HIT SEND  
UNTIL YOU  
PROOFREAD**

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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WhiLE this maY BE UNDERSTANDable  
and spelled moSTly correctly it loOKS  
LIKE Crab and does little too enhance  
you're image as a PROFeSSional.

ALL-CAPS SUCKS, TOO.

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**EITHER  
PRINT  
AND  
PROOFREAD**  
(ASSUMING YOU KNOW HOW)

**BACHNER**  
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fi yuo cna raed tihs, yuo hvae a sgtrane mnid, too. Cna yuo raed tihs? Olny 55 plepoe tuo fo 100 anc.

i cdnuolt blveiee taht I cluod aulaclyt uesdnatnrd waht I was rdanieg. Bceasue of the phaonmneal pweor of the hmuam mnid, aoccdnrig to rscheearch at Cmabrigde Uinervtisy, it dseno't mtaetr in waht oerdr the ltteres in a wrod are, the olny iproamtnt tihng is taht the frsit and lsat ltteer be in the rghit pclae. The rset can be a taotl mses and you can sitll raed it whotuit a pboerlm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe. Azanmig huh? yaeh and I awlyas tghuhot spleling was ipmorantt! if you can raed tihs forwrad it.



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**EITHER  
PRINT  
AND  
PROOFREAD**  
(ASSUMING YOU KNOW HOW)

OR RELY ON A  
**PROOF BUDDY**



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**NOW  
HIT  
SEND**



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Nothing happens.



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**ONE  
LAST  
CHANCE TO  
CHECK!**



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Now insert the **To:**, **Cc:**,  
**Bcc:** [just you!], and  
**Subject:** lines and



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Now insert the **To:**, **Cc:**,  
**Bcc:** [just you!], and  
**Subject:** lines and

**HIT SEND**

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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**We're  
done!**

**BACHNER**  
ENGINEER COMMUNICATIONS, INC.

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**Thank you!**

Questions?  
E-Mail [john@bachner.com](mailto:john@bachner.com)

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