World's Shortest Guide
to replying to any business email

Who is this guide for?
B2B tech & SaaS firms, consultancies, and agencies who want to do business in the US

What problem does it solve?
Not knowing how to confidently and quickly respond to important business emails from potential US customers or partners - especially ones from abroad.

What you'll get out of the guide
Four detailed steps - and one important idea - that will help you write perfect replies to important business emails.

Sample scenarios

Note about US business email: What matters in US business email isn't US business rules, but your recipient's own rules. This guide show you how to play by them.

A. *You've just heard back from a dream client, but they have an odd and pressing question*

B. *You're almost done with project, but your client says there's a serious problem with it*

C. *The project has gone well and the client wants another project. But you don't.*

Getting started...

Transcribe the sender's email into a notebook with pen and paper, word for word. Now answer this question in writing: what is the sender's deepest business pain right now, that is related to her email?

Copy the sender's message in your email program and paste it as your reply. Make sure you are using the same font, colors, and size. The text itself of the sender's email will become the template for your reply.

Now customize your written response to be identical in length, style, and tone:

- **The greeting**. If Abby wrote, *"Hey John!"*, reply: *"Hey Abby!"*

- **The body.** The length must be within 20% of your sender's. **Tip:** If they've asked for details or explanations, always write them up as a letter-headed attachment.

- **The "next step" call-to-action**. Like the body, mirror the sender. Mirror tone, style, formality, and detail level. That could yield:
    - *"Yes – Monday at 4 pm EST works fine for me."* ... or
    - *"Yep, Monday at 4"*

- **The sign-off and signature** should also mirror. If they omitted a sign-off, omit yours too. **Tip**: Want to let the recipient know a little more about you? Break convention, and use the signature to convey that info!

Send within 1 to 3 hours.

Want to understand how and why this work?

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