

# What Does Ideal

## Email Look Like And

## Why Language Matters

According to [statistics](#), 86% of professionals prefer to use email when communicating for business purposes.

[research](#) by Radicati Group found that the average office worker was receiving and sending 122 emails per day back in 2015. By the end of 2019, this number is projected to grow to 126 messages per day. An email is also a top tool in a battle for customer acquisition and retention.



# Subject line is crucial

There is tons of research and numerous expert articles dedicated just to email subject lines. That's no surprise, as this is a crucial success element of any email, from internal company message to external newsletter.

For example, Marketo expert Mike Madden [experimented](#) recently. His analysis of over two million emails sent yielded exciting results. For example, open rates for emails with four-word length were at the highest level while nine-word length subject lines performed the worst.

	4 Words	5 Words	6 Words	7 Words	8 Words	9 Words	10+ Words
Avg.Open%	18.26%	17.10%	15.30%	15.20%	12.20%	10.30%	13.70%
Avg.CTO	8.00%	7.90%	10.10%	10.80%	6.60%	10.60%	7.90%

Source: [Marketo.com](#)

However, regarding click-through rates, the winning subject length was seven words. Surprisingly, eight-word subject lines performed almost 50% worse, and this is just a one word difference!

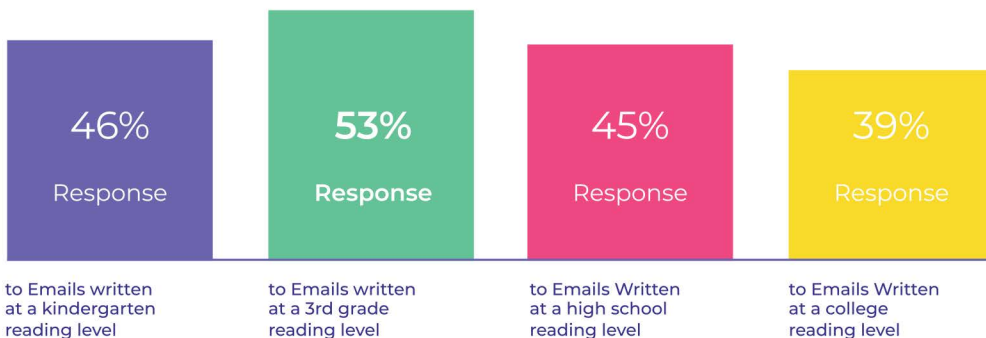
There are more impressive stats regarding email subject lines. For example, for external communication, personalization elements like including the first name of the recipient in the subject demonstrates higher click-through rates. Also, 56% of brands using an emoji in their email subject line had a higher open rate than those that did not (source: HubSpot).

However, subject lines are also hot spots for email errors. For example, email automation startup Litmus writes in its e-book that subject lines are very often left until the last minute to write. All this leads to emails with a missing subject, misspelled words and so on. (for example, **“Halowen”** or **“Maxmum”**).

Errors in subject lines not only hurt your chances of getting a response but make it harder to search for past emails. Content and form are important, but the correct labeling of subject lines is crucial.

# What your email copy should look like

One of the top things to review before clicking the “send” button is the style of your writing. Boomerang App has published the results of their research which have turned out to be surprising. Numbers showed that the reading grade level of an email strongly affects response rates. For example, messages written at a 3rd-grade reading level turned out to be optimal. In contrary, emails written at a college reading level performed poorly.



Source: [blog.boomerangapp.com](http://blog.boomerangapp.com)

This does not mean that people are stupid, it means that senders often miss the context. If you are writing to a professor to discuss your college research or trying to reach a potential investor for your AI and ML startup, then it is OK to use complex language. However, if you want to just briefly say something and the subject is not very complicated, it is better to keep the style simple. You can check what level of complexity your writing has via [Linguix](#).

## Statistics



### Document Statistics

Characters	3227
Words	589
Sentences	31
Reading time	2 minutes 57 seconds
Speaking time	4 minutes 32 seconds



### Readability

Average word length	5.3
<div><div></div></div> Above average	
Average sentence length	19.0
<div><div></div></div> Above average	

Readability score 39

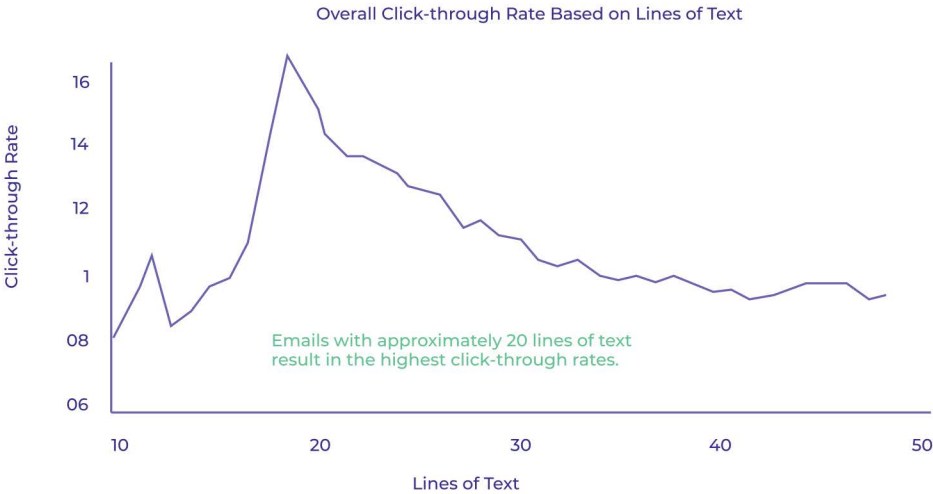
Your text is difficult to read. Best understood by a reader with a college education.

Close

The length of your message is another crucial element. Many people are guilty of writing long, messy emails, but your readers won't say "thank you" for that. Let's have a look at some numbers regarding email length.

There are different statistics on email copy length: Boomerang data shows that the best response rates (50%) are reached by messages of between 50 and 125 words.

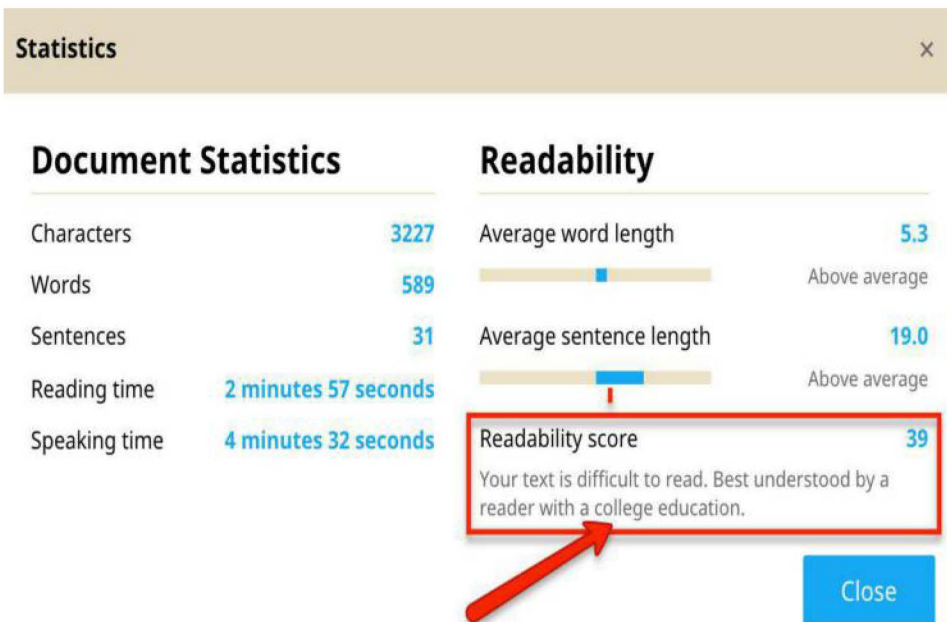
Email automation service Constant Contact got its research from 2.1 million customer emails. They found that emails with approximately 20 lines of text performed the best regarding CTR.



Source: [ConstantContact.com](https://www.constantcontact.com/resources/email-newsletter/length-of-email)



Twenty lines of English text equals approximately 200 words. Fun fact: emails that are too short demonstrate a lower response rate. Experts at Boomerang found that messages of 10 words or shorter were answered just 36% of the time. To get the word count of your emails you can use Textly:



There are also some email copy mistakes that many users make. One of the most horrible ones is starting your message with “to whom it may concern.” If you want a reaction to your words, you should indicate who should receive it. Include the name of the person who should be responsible for the matter discussed. If it is hard to find a specific name, there at least might be a group of people to refer to (for example, “to the accounting team”).

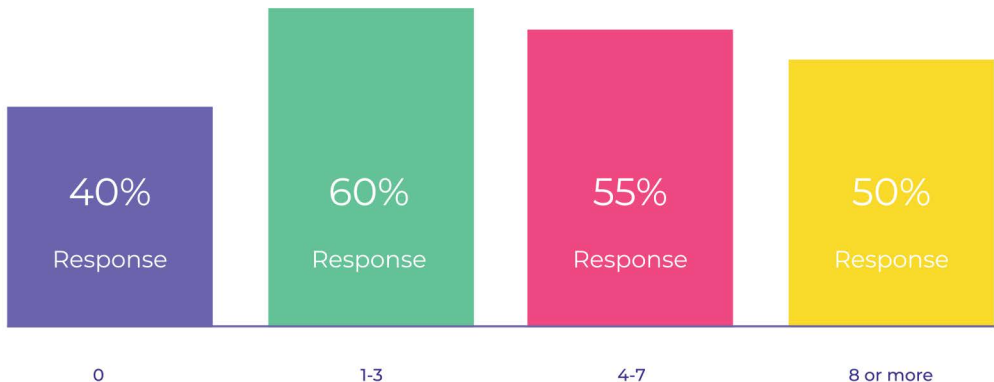
Bad grammar and spelling makes your email look sloppy and unprofessional. Such errors show that you are so super busy you don't proofread your messages, and this demonstrates disrespect to the recipient. Nowadays, it is effortless to fix your writing automatically via spell checking software (Linguix is one of the options), so do not ignore these tools.



# Call to action

Are you writing an email to get a result? If so, it is always a good idea to directly mention what you need, i.e. use a call to action. According to [statistics](#), emails with a single call-to-action increased clicks by 371%.

If your intended reaction is a reply, then you should show that you need it. The question is the best tool to solve this task. A Boomerang study discovered that emails containing one to three questions were 50% more likely to get a response compared to messages with no questions at all.



# Conclusion: an email checklist

Writing emails that any recipient will want to read and reply to is not an easy task. You should put yourself in the shoes of another person, try to make your message clear, compelling, and actionable.

Here is a recap of best practices to follow:

- **The subject line is crucial.** Do not make it too long, use personalization, add emotions (especially when writing to business subscribers).

- **The Email should not be too long.** While writing twitter-style emails may not be the best way of using this tool, making your writing too long will harm your communication even more.

- **Watch your style.** Frequently people are more likely to read more straightforward emails. This affects the writing style itself – a school-grade level readability is preferable in most cases. However, it is essential to take context and the recipient into account as well.

- **Use CTAs.** Directly show your recipients what you want them to do upon receipt of your email. If you want a reply, ask something.

- **Double-check your writing.** Grammatical, punctuation, and spelling errors make your copy look unprofessional, and significantly reduce the chances of getting a response. The **Linguix** AI-based writing assistant will help you to avoid these problems.



## About Linguix



Linguix helps people and businesses to bring their written communication to a new level. The AI-powered tool allows them to find and eliminate grammar, punctuation, style errors, and get recommendations and fixes in real time. Companies also benefit from using Linguix teamwork capabilities. For more information on Linguix and its features visit

**[www.Linguix.com](http://www.Linguix.com)**