Email sign-off etiquette: A comprehensive guide

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The importance of email sign-offs cannot be understated when writing emails. While the beginning of your email may be limited in variety, the choices for email sign-offs are vast. Choosing the right sign-off can greatly impact the recipient's reaction and response. Email signature specialists Rocketseed recently released a guide, How to Sign Off on an Email Correctly that aims to help you select an appropriate sign-off for any situation, striking the balance between professionalism and personalisation.

Key sections in this email sign-off guide include:

- **What are email sign-offs?** Email sign-offs are the brief phrases used to conclude an email before your name and signature. They are often overlooked but can leave a lasting impression.

- **How should you sign off an email?** Unlike traditional letter writing, there are no strict rules for email sign-offs. However, certain best practices can guide your choice:

    - Consider the context of your message.
    - Reflect on your relationship with the recipient.
    - Always maintain respect in your sign-off.
    - Check for correct punctuation and spelling.
    - Personalise your sign-off when appropriate.
    - Exercise caution with creative sign-offs.
    - Align your sign-off with your brand image.
    - Use emojis judiciously.
    - When in doubt, opt for a safe, non-specific sign-off.

- **Which sign-off delivers the highest response rates?** Studies show that gratitude sign-offs, such as "Thanks in advance," tend to receive the highest response rates.

- **Professional email sign-offs:** Examples of professional sign-offs include "Sincerely," "Best regards," "Respectfully,"

and "Best wishes."

- **Work-friendly email sign-offs:** In a less formal work environment, you can use friendlier sign-offs like "Warmest regards," "Warmly," or "Cheers."

- **Funny email sign-offs:** When appropriate, you can add humor to your emails with sign-offs like "See you later, alligator!" or "And that's a wrap!"

- **Creative email sign-offs:** Use creative and pop culture references like "To infinity and beyond!" or "Yabba Dabba Doo!" with caution, as they may not resonate with everyone.

- **Email sign-offs to avoid:** Be mindful of overly formal, emotional, or offensive sign-offs. Avoid abbreviations and political or religious references.

- **Passive-aggressive email sign-offs:** Recognise passive-aggressive phrases in email sign-offs and understand their underlying meanings.

- **Generational differences in email sign-offs:** Different generations may prefer varying sign-off styles, from traditional to more informal expressions.

- **Cultural differences in email sign-offs:** Consider cultural sensitivities when choosing email sign-offs, as meanings can vary across cultures.

- **Email sign-offs for all occasions:** Find suitable sign-offs for different situations, such as apologies, appreciation, condolences, holidays, vacation, bad news, and job applications.

- **Relationship between email sign-offs and email signatures:** While email sign-offs convey your tone and emotion, email signatures provide vital contact details and branding. Using a professional email signature manager tool can ensure consistent branding across your organisation.

In summary, the right email sign-off can enhance your email's effectiveness and leave a positive impression on the recipient. It's important to choose a sign-off that aligns with the context, relationship, and tone of your message. In addition, email signatures play a crucial role in conveying professionalism, aiding communication and reinforcing brand identity at the end of every email you send.

Rocketseed

Rocketseed is the first-choice email signature management software for both marketers and IT professionals across the globe, compatible with Office 365, Gsuite & Exchange.

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