



## Signature spice: interesting email closers

Email signatures have become a common business communication convention these days. While most people use email signatures to communicate relevant company and contact information, many use this digital real estate to convey campaigns or include key messages. Recently I have noticed an increase in creative use of interesting “closers” in the email signatures I receive. These closers add a personal touch and convey something unique about sender. In honor of the 4th of July, I have collected four interesting “email closers” compiled over the past few months. I hope you enjoy them!

### 1. Establish email response priorities

*PLEASE NOTE DUE TO THE VOLUME OF EMAILS, I ARCHIVE THOSE WHERE I AM CC'D AND REVIEW ONLY PERIODICALLY.*

This closer makes it clear to the receiver that the sender gets a lot of emails and uses rules to prioritize those communications where he/she is included in the “To” line. I like this convention as it cuts through the noise of a large inbox. It also prevents distraction from over-copying this person in “reply-to-all” threads. When employed, I think the trick to this convention is to make sure one finds time to review the

CC archive. My personal worry with this technique is I would miss something crucial where I was included as an FYI; at least until senders were trained to include me in the “To” line for an expedited response.

## 2. Set a response schedule and escalation procedure

*eMail Schedule: 8am, 11am, 4pm eastern (M-F)*

*Urgent? IM, Text or Call*

This closer alerts recipients when the sender has set time aside to review and respond to emails and provides an escalation process in the event someone needs to reach this person outside of those timeframes. I like this convention as it makes crystal clear when the user of this closer will look at the note. Personally, I am not sure it would work for me given some emails are urgent while others can wait. That said, with time, once recipients of this closer are trained and aware of the convention, this closer can be a powerful tool to focus productivity during the workday.

## 3. Give permission to take the weekend off

*UNLESS AN URGENT MATTER, PLEASE DO NOT FEEL OBLIGATED TO RESPOND TO THIS EMAIL IF YOU ARE ON VACATION OR IT IS THE WEEKEND*

Have you ever received an email over the weekend or on vacation and felt like you *had* to reply? This closer is brilliant as it gives permission to the recipient to hold off on replying until the reader is “back in the office.” This closer relieves the stress of replying to weekend and vacation emails while recognizing that these sorts of emails may be necessary to send/receive outside of weekday working hours.

## 4. Inspire a call to action with a quote

*Quote of Interest...*

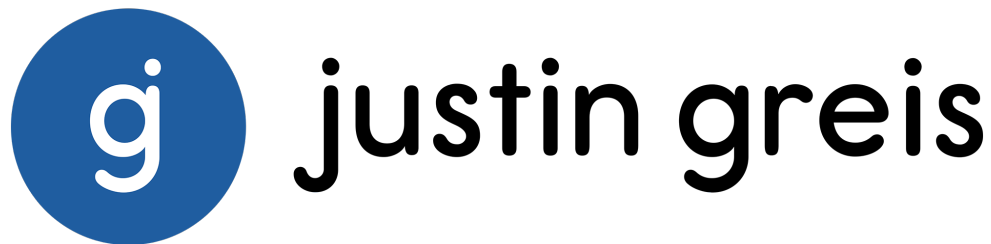
*“What you do has far greater impact than what you say.” –???*

*If you know it, ask me to get a beverage of your choice... We may have more in common than you think...*

This closer makes a connection with recipients and inspires action if the connection is made. I have noticed the quotes from this particular sender changes periodically. I like this idea as it can connect with the recipient in a personal way. And who doesn't want a beverage of one's choice?

I would love to hear from you in the comments below if you have any unique, interesting or helpful closers you use, or have come across, in the emails you send or receive!

Happy emailing and happy 4th!



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(nice to meet you)

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