

## **Structured Experience 12-10: Super Subject Lines**



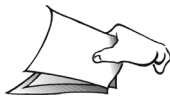
### **GOALS**

The goals for this experience are to

- ◆ Provide participants with an opportunity to practice writing email subject lines.
- ◆ Illustrate the importance of the role of subject lines in good time management.
- ◆ Demonstrate the power of effective email filing techniques.

### **MATERIALS**

The materials needed for this structured experience are



- ◆ Writing instruments
- ◆ Copies of Handout 12-3: Subject Line Practice for all participants



### **TIME**

- ◆ 5 minutes for setup and to pair up participants
- ◆ 15 minutes for subject line rewrites and filing practice
- ◆ 5 minutes for comparison of subject lines and file folders in small groups
- ◆ 10 minutes for debriefing

### **INSTRUCTIONS**

- 1.** Divide participants into pairs. If the number of participants is uneven, form one group of three.
- 2.** Give copies of Handout 12-3: Subject Line Practice to all participants.
- 3.** Tell the participants that their task is to write effective email subject lines for the email messages provided on the handout, using a call to action or another attention-getting technique. Once the subject lines are complete, they should then create names of file folders that would be most effective for the emails. Allow 15 minutes for this

exercise. *Note:* The facilitator may also bring in and share poorly written subject lines from actual emails (with names removed for anonymity) and ask the group to rewrite these subject lines or just discuss them in a large-group format.

4. When the time is up, ask the pairs to join another pair to form a small group of four (or five if there is one trio).
5. Allow five minutes for the two pairs to share their subject lines and file folder names, see if there are similarities, and discuss what the differences are, if any.
6. Once the five-minute period has passed, ask the participants to return to their original seats.

### ***DEBRIEFING***

Take approximately 10 minutes to debrief the exercise by asking participants the following questions:

1. How can effective email subject lines help you manage your email? How can it benefit others?
2. How do you currently use email folders or an electronic filing system? How could you use your folders to be more effective?
3. How were the subject lines and folders you created similar or different from those in the other partner group?
4. If you were to reply to the first email on the handout, what would be most effective thing to say?
5. How would a call to action in a subject line affect your use of email?