

# Public Relations

By Kunal & Jeremy



# How to Talk to Someone

Part 1



# Posture

- ◆ Hand gestures
  - ◆ What does a hand gesture look like?
  - ◆ Invisible box
  - ◆ If you don't have any, hands at your side
  - ◆ Never cup your hands – extremely awkward
- ◆ Don't sway or have awkward distractions



# How to Stay on Topic

- ◆ Keep the conversation as long as it needs to be
- ◆ Political correctness
- ◆ Avoid ums, long awkward pauses



# The Apple Store Method

- ◆ Tell them what they want without letting they need to know it
- ◆ Don't use words like “unfortunately”
- ◆ Don't sell, explain.



# How to End a Conversation

- ◆ Why are you trying to end it?
  - ◆ Can you hand it off to someone else?
- ◆ Have a Legitimate reason (not “I’m hungry”)
  - ◆ “I need to grab food before alliance selections, but Leo over here would be willing to answer any other questions”



# Appearance

- ◆ Wear long pants
  - ◆ Don't sag your pants
- ◆ Wear your team shirt
- ◆ Safety glasses! Even if you aren't in the pits



# Voice

- ◆ Don't whisper
- ◆ Talk loudly and clearly
- ◆ Pronounce things correctly (potato vs. patato)
- ◆ Speak with authority



# Professionalism

- ◆ Jokes
  - ◆ Should add to the conversation
  - ◆ Can also lighten the mood
- ◆ Analogies
  - ◆ They have to make sense (no duh.)



# End of Part 1

Any questions?



# How to Send an E-mail

Part 2



# What is To, CC, BCC

- ◆ To: The main recipient of the message, can be multiple people
- ◆ CC: stands for “carbon copy”, should be used for people who are not the direct recipient, but should know about the message.
- ◆ BCC: blind CC, when you want someone to know about the email, but no one else in the email knows that they were sent the email, except for the sender, and the person who was BCC'd



# How to use To, CC, BCC

- ◆ To: When you want to send someone an email message. Can be multiple people.
- ◆ CC: When people aren't the person the message is targeted towards. Useful in mailing lists, or email threads
- ◆ BCC: When you want someone to know about your email, but not everyone else. Also useful in forwarding on chain emails (don't do this please)



# Subject Line

- ◆ Brief message about the email
- ◆ No emotional stuff like You're fired. We're breaking up, etc.
- ◆ Keep it short and simple. This should really be a tl;dr. Or for a long email, the tl;dr of the tl;dr.
- ◆ For meetings, very useful to put the info in the subject line like "Robotics meeting, lunch time in GBA"



# Body of an email

- ◆ Keep it short and sweet
- ◆ Don't bury your questions
  - ◆ If it's a long email, use bullet points or a list
- ◆ Make sure it's clear what you want from the recipient (if anything)



# three.sentenc.es

**three.sentenc.es**

## The Problem

E-mail takes too long to respond to, resulting in continuous inbox overflow for those who receive a lot of it.

## The Solution

Treat all email responses like SMS text messages, using a set number of letters per response. Since it's too hard to count letters, we count sentences instead.

**three.sentenc.es is a personal policy that all email responses regardless of recipient or subject will be three sentences or less. It's that simple.**

\* See also: [two.sentenc.es](http://two.sentenc.es), [four.sentenc.es](http://four.sentenc.es), and [five.sentenc.es](http://five.sentenc.es).

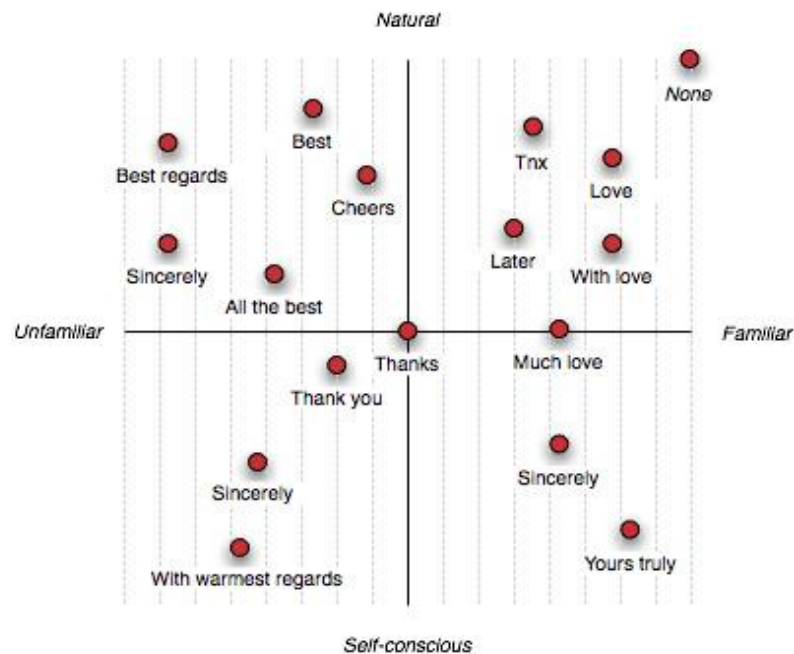
\*\* To begin using this system, optionally copy this text and paste it into your e-mail signature:

```
-----  
Q: Why is this email three sentences or less?  
A: http://three.sentenc.es
```



# Closing Line

## Email Closing Lines



From a sample of email received between August 2007 and October 2007



# Signature

- ◆ Should contain:
  - ◆ First & Last name
  - ◆ Phone number
  - ◆ Email address/website
  - ◆ Title/Job
- ◆ Check your sender name to make sure it is your full, capitalized name



# Your email address

- ◆ Have two emails: a professional one and one for friends/family
- ◆ No [craziboi1987453@aol.com](mailto:craziboi1987453@aol.com) <-- only for friends (and they will laugh at you anyways for using AOL)
- ◆ Use [firstlast@domain.com](mailto:firstlast@domain.com) Most of your parents have paid internet plans that come with a few free emails like @comcast.net, @att.net, @pacbell.net, etc.
- ◆ A paid domain shows more confidence and professionalism
- ◆ Keep a “spam” email for newsletters and random online sites which forwards to your normal email



# Reply, Reply-to-all, Forward

- ◆ Reply: replies only to the sender. When sending an email, this can be overridden by setting a custom “reply-to” parameter
- ◆ Reply-to-all: replies to all people, whether they were the sender, recipients, or cc’d
- ◆ Forward: sends a copy of the email to addresses you enter. The original recipients of the message will not be notified



# Don't Spam Everyone (aka how to use reply)

- ◆ In Yahoo Groups, when you hit reply, it automatically will send to the entire group
- ◆ You must figure out who sent the original email you wish to reply to, copy their email, and replace it in the “to:” box.
- ◆ If a message needs to be sent to the entire group, do so.
- ◆ **USE COMMON SENSE.**



# Reply inline, above, below

- ◆ Inline: sometimes (see example)
- ◆ Above: default, should be used most of the time
- ◆ Below: Never. Ever. Do. This. Your message will be lost in cyberspace.



# Respond in time

- ◆ 2-2-2 Rule
- ◆ 2 seconds for a phone call
- ◆ 2 minutes for a text
- ◆ 2 hours for an email



# End of Part 2

Any questions?



# Homework



# Homework

- ◆ Just kidding!
- ◆ Go home and pass a test!
- ◆ Finish those college apps!

