

How to end an email professionally: Tips and sign-off examples

Whether you're reaching out to a colleague, a potential client or a recruiter, how you sign off your email can make all the difference. While many of us focus on the opening and content, it's worth thinking of your email sign-off as the final handshake or nod after a conversation. It's your last chance to show appreciation, convey warmth and make a connection.

A well-chosen sign-off should wrap up your email neatly and leave the recipient with a positive impression. We'll explore various sign-offs for different situations, creative ways to end your emails and [common mistakes to avoid](#).

The importance of professional email sign-offs

When it comes to the world of email communication, the way you end your message might seem like such a minor detail. Yet those final words hold a lot of power! Here's why [professional email sign-offs](#) are more important than you might think.

Establishing credibility and professionalism

Your email's content might be spot-on, but an inappropriate sign-off can change the tone of your entire message. A professional sign-off shows that you've taken the time to craft your email thoughtfully from start to finish.

Creating a positive and lasting impression

We all know that first impressions matter; but so do last ones. Your sign-off is the final touch to your email and the last thing the recipient reads before they move on. A well-chosen sign-off can leave a positive, lasting impression, making your email memorable for all the right reasons.

Avoiding misinterpretations and misunderstandings

Emails lack the nuances of face-to-face communication. Without tone or body language, there's a higher chance of your message being read the wrong way. An inappropriate sign-off can lead to confusion or even give the wrong impression. By choosing a clear and professional sign-off, you get the right message across.

Best practices: how to sign off an email

Your email sign-off is your final opportunity to reinforce your message and leave a lasting impression for colleagues, clients, suppliers – anyone! Knowing how to end an email professionally makes all the difference in building and maintaining strong working relationships. Here are some tips to get you started.

Keep it concise and clear

While it's tempting to add a touch of personality to your sign-off, if you're not sure how it'll be received, simplicity is best. A standard, 'generic' sign-off allows the reader to focus on the content of your message and avoids any ambiguity. For those times you're not super-close to the recipient, head straight for the universally recognised options like "Regards" or "Best wishes". As you build that relationship, your sign-off may change to something more familiar.

Use proper grammar and punctuation

There's nothing worse than a spelling mistake to end off your perfectly crafted email – it's like tripping over just before the finish line. To end on a high note, be careful with typos and always capitalise the first letter of your sign-off, followed by a comma, like this: *Kind regards,*.

Choose an appropriate tone

The tone of your sign-off should convey the same overall tone of your email. If your email is formal, a sign-off like "Sincerely" is appropriate. For a more casual or friendly email, "Cheers" or "Thanks" could work. Just make sure the tone is consistent from start to finish, and works for the relationship you've built with that person.

Tailor the sign off to the audience and purpose of the email

Understanding your audience is key when looking at how to end an email professionally. A sign-off that works for a colleague you're close to might not be suitable for a senior executive or a potential client. In the same way, an email seeking information might have a different sign-off to one expressing gratitude.

Popular email sign off examples

Do you find yourself defaulting to the same sign-off no matter who you're sending an email to? Perhaps you'd like to switch it up. Finding different ways to sign off gives you an opportunity to really tailor your message to its recipient, and personalisation is always good. Here are some popular ways to sign off an email:

- **Sincerely:** suitable for formal emails or when emailing someone you don't know well.
- **Regards:** a versatile choice. "Regards" can be used in both formal and informal settings. Ending an email with "regards" is a safe bet when you're feeling unsure.
- **Best regards:** a slight variation of "Regards". This sign-off adds a touch of warmth; it's friendly yet professional.
- **Best wishes:** this sign-off is often used when you want to end an email on a positive note. It's ideal for personal emails or when sending congratulatory messages.
- **Cheers:** casual and friendly. "Cheers" is one of the best ways to sign off an email when talking to a friend.
- **Many thanks:** this sign-off can be used when you're expressing appreciation or seeking a favour. It's direct and conveys your message clearly.
- **Warmly:** this option can be good when you feel comfortable adding a touch of personal warmth to your email. It's only suitable for friendly emails or when you know the recipient well.
- **Cordially:** a very formal sign-off that's used when you want to maintain a high

level of professional distance.

Creative email endings

While traditional email sign-offs have their place, sometimes a little creative flair is called for. Whether you're looking to stand out, leave a memorable impression or simply add a personal touch, here's how to have a bit of fun:

- **Use humour or personal anecdotes:** a light-hearted joke or a brief personal story can make your email memorable. If you're writing to a colleague about a shared experience, you might end with, "May our coffee never run out!". Just make sure your humour is appropriate for the recipient and the context.
- **Add a call-to-action:** instead of a traditional sign-off, you can end with a clear call-to-action (CTA). For example, "Looking forward to your feedback!" or "Let's catch up next week?".
- **Include a meaningful quote or phrase:** a quote can add depth to your email and leave the recipient with something to think about. Whether it's a motivational quote, a line from a book or a famous saying, be sure to keep it on theme.
- **Use an email signature:** an email signature isn't just for your name and contact details. It can be a space for [self-expression](#). Consider adding a personal motto, a favourite quote or even a link to a recent project or article. It's a subtle way to share more about yourself.

Email sign-offs to avoid

While the right email sign-off can leave a positive impression, the wrong choice can have the opposite effect. It's important to strike a balance between showing off a little personality and remaining professional. Here are some email closings that might not hit the mark:

- **Informal or unprofessional sign-offs:** while "Catch ya later" or "Peace out" might be a hit among your close friends, they are unprofessional in a work setting. Similarly, "XOXO" or "Hugs" are a little too intimate.
- **Using too many exclamation marks or emojis:** a single exclamation mark can work, but you don't want to overdo it. "Thanks!!!" or "See you soon ??????????" comes across as a little excessive.
- **Ending with a question:** ending with a question can leave your email without a proper wrap-up. For instance, "So, what do you think?" might be better placed before your sign-off rather than serving as the ending itself.
- **Using generic or cliché phrases:** phrases like "Just my two cents" or "Hope this helps" can be taken out of context. Steer clear of anything that might be read the wrong way.

Examples of good and bad ways to sign off an email

Now that you have a better understanding of how to end a professional email, here's a quick and easy guide to what work, what doesn't and why.

Good sign-offs

"Best regards"

- **Why it works:** it's a universally accepted sign-off that brings warmth without being overly casual.
- **Tone:** neutral to warm
- **Appropriateness:** suitable for both professional and semi-formal emails

"Thank you"

- **Why it works:** expresses gratitude and is direct
- **Tone:** polite and appreciative
- **Appropriateness:** great for emails where you're thanking someone or seeking a favour

"Looking forward to your feedback"

- **Why it works:** it's a clear call-to-action and shows eagerness.
- **Tone:** engaging
- **Appropriateness:** ideal for situations where you're expecting a response

Bad Sign-offs

"TTYL (Talk To You Later)"

- **Why it doesn't work:** it's overly casual and confusing for those unfamiliar with digital shorthand.
- **Tone:** informal.
- **Appropriateness:** not suitable for professional emails.

"Yours Truly"

- **Why it doesn't work:** it can come off as overly formal.
- **Tone:** very formal
- **Appropriateness:** might be seen as insincere

"Ciao"

- **Why it doesn't work:** while it's a friendly sign-off, it's a little too casual for most professional emails.
- **Tone:** casual
- **Appropriateness:** best for personal emails

Six examples of how to end an email

Want some more options? Here are six examples of email closings tailored to different audiences and purposes, so you have a clearer picture of what sign-offs to use when.

1. Emails to clients

When communicating with clients, it's important to be professional. Here are some examples of how to end a formal email:

- **"Sincerely":** shows respect and professionalism
- **"Best regards":** a blend of formality and warmth
- **Context-specific sign-offs:** "Looking forward to our meeting next week" or "Eager to discuss the proposal further"

2. Emails to coworkers or supervisors

For colleagues and immediate superiors, here's the best way to sign off an email:

- **"Thanks":** a simple way to show appreciation.
- **"Best":** neutral yet friendly, suitable for regular communications.
- **"Cheers":** a more relaxed sign-off, best reserved for colleagues you're close to.
- **Context-specific sign-offs:** "Will update you post-meeting" or "Let's discuss this at our catch-up".

3. Emails to managers or executives

When addressing higher-ups, it's important to convey respect. Here's how to end a formal email:

- **"Regards"**: neutral and professional, suitable for most communications with managers
- **"Thank you"**: expresses gratitude or acknowledges guidance
- **"Respectfully"**: a formal sign-off, emphasising respect
- **Context-specific sign-offs**: "Eager to implement the changes discussed" or "Seeking your guidance on the matter"

4. Emails to job recruiters

First impressions count, especially with job recruiters. Here are the best ways to sign off an email:

- **"Thank you"**: shows appreciation for their time or consideration
- **"Best"**: neutral and professional
- **"Looking forward to hearing from you"**: indicates eagerness and interest in the position
- **Context-specific sign-offs**: "Eager to discuss my application further" or "Hopeful for an opportunity to interview"

5. Emails to potential employers

Much like emails to recruiters, communications with potential employers should be respectful and eager.

- **"Thank you"**: expresses gratitude for considering your application or profile
- **"Looking forward to hearing from you"**: shares enthusiasm for the role
- **Context-specific sign-offs**: "Excited about the potential to contribute" or "Keen to bring my expertise to the team"

6. Emails to colleagues in different departments or teams

For interdepartmental communications, here's how to end a business email:

- **"Thanks"**: a straightforward acknowledgment or appreciation
- **"Take care"**: a warm and friendly sign-off
- **Context-specific sign-offs**: "Let's collaborate on this" or "Seeking your team's insights on the project"

How to follow up after an email

You've sent off that well-crafted email, but it doesn't end there. [Following up](#) is an art in itself. Here's how to navigate it.

Tips for continuing the conversation:

- **Be specific:** when you follow up, refer to a particular point or topic from your previous email to jog their memory.
- **Offer value:** instead of just asking if they received your last email, add to the conversation.
- **Use open-ended questions:** encourage a response by asking questions that can't be answered with a yes or no.

Strategies for closing the loop:

- **Acknowledge receipt:** if someone has responded to your initial email, a simple acknowledgment can go a long way. A quick "Thank you for the information" or "I appreciate your insights" works.
- **Summarise and confirm:** if the email chain has been long, summarise the main points or decisions made. This can help make sure everyone is on the same page.
- **Set next steps:** clearly outline any follow-up actions, whether it's a meeting, a task or another email follow-up.

How to handle no response:

- **Wait for a reasonable time:** give the recipient some time (typically a week for professional emails) before following up.
- **Be polite and concise:** when you do follow up, be respectful. A simple "I wanted to follow up on my previous email regarding X" is often enough.
- **Consider the medium:** if emails aren't working, consider reaching out through a phone call or in person.
- **Know when to stop:** if after multiple follow-ups you still receive no response, it might be time to let it go.

Tips for email signatures

An email signature is more than just a name and title. It's a digital business card, a branding tool and often the final impression you leave after your email closing salutations. Here's how to ensure your email signature hits the spot.

Importance of consistent branding and contact information

- **Consistency is key:** make sure your email signature reflects the same branding elements (like logos, colours and fonts) as your other professional materials. This consistency reinforces brand recognition and looks professional.
- **Essential details:** at a minimum, include your full name, position, company name (with a link to the website) and a contact number. This means recipients can quickly reach out without sifting through the email for details.

Including social media links and other relevant details

- **Be discerning:** only include social media profiles that are relevant. For instance, your LinkedIn is usually more appropriate than your Insta.
- **Use icons:** instead of full URLs. Use recognisable icons for social media platforms to keep your signature clean and visually appealing.
- **Additional touches:** consider adding other details, like your professional certifications, awards or even a link to your portfolio, depending on your industry.

How to create a professional and visually appealing email signature

- **Simplicity is best:** avoid making your signature too cluttered. Space out each element and use dividers or different font sizes to distinguish between them.
- **Stay colour conscious:** stick to a maximum of two colours that align with your branding.
- **Test on multiple platforms:** an email signature that looks great on desktop might not work well on mobile. Test your signature across different devices.
- **Limit the use of images or graphics:** while logos or professional headshots can work, too many can make emails heavy and they may not always display correctly.

Who knew your email sign-off could have such a big impact? It's the final touch to your message and the last impression you leave. The key is to tailor your email closing to

the situation and the recipient. It's not a one-size-fits-all scenario. It's about understanding the context, the relationship and the desired outcome to craft the perfect sign-off.

FAQs

What is the best email closing for a formal email?

The best email closing for a formal email is "Yours sincerely" or "Regards". These email endings convey respect and professionalism, and leave no room for a miscommunication. They can also be used across a wide range of industries and situations.

Can I use emojis in my email closing?

Avoid using emojis in email closings. Emojis can be seen as unprofessional and may not convey the intended tone or emotion, leading to potential misunderstandings.

How do I follow up after sending an email?

When following up after sending an email, it's best to wait for a reasonable period (typically a week for professional emails) before reaching out again. When you do, refer to specific points from your initial email, be concise and be polite. If there's still no response after multiple follow-ups, consider other communication methods or move on.

Should I always include an email signature?

Yes, it's good practice to include an email signature in professional emails. An email signature acts as a digital business card, providing recipients with essential contact information, reinforcing your brand and offering additional ways to connect.

Is it okay to use a creative email closing in a professional email?

Creative closings can add a personal touch to an email, but they should only be used when appropriate, so they don't come off as unprofessional or out of place.