Should I call them, or send an email?

How to choose the right method

Are you contacting an individual or a large group?

INDIVIDUAL

LARGE GROUP

Do you need to send any documents?

NO

✉ **EMAIL**

YES

✉ **EMAIL**

Does the situation need to be resolved instantly?

NO

YES

☎ **CALL**

Is the person you're contacting usually happy to chat?

NO

YES

✉ **EMAIL**

Is your message more impactful if it is heard (rather than read)?

YES

NO

☎ **CALL**

✉ **EMAIL**

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