

GUIDE

Email writing with AI

Use AI for email drafts without losing your voice: pick the right tool, brief it properly, and keep a short human edit pass before anything sends.

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Email is where AI writing helps most and hurts most. It helps with the blank page: replies, follow-ups, newsletters, proposals. It hurts when the draft reads like everyone else's: same opener, same hedging, same soft ask. The fix is a short workflow, not a better prompt alone.

1 Sort the email by stakes

Low stakes: internal updates, scheduling, routine replies. Medium: client follow-ups, proposals, support answers. High: anything with money, commitments, complaints or legal weight. AI drafts are fine for low and medium with a careful edit. For high stakes, use the tool for an outline or a second opinion, then write the risky sentences yourself.

2 Brief the tool like a colleague

Give it: the recipient and relationship, the goal of the email, the facts it must contain, the tone, and the length. "Write a follow-up to a proposal sent Tuesday" beats "write a sales email". If the tool supports a brand voice or saved style, feed it a real email you wrote.

3 Keep your signature moves

Every writer has habits: how you open, how you say no, how you ask. Preserve yours in the edit. If you always sign off one way, keep it. If you never use exclamation marks, delete the ones the tool added. The email should be recognizable as yours before the recipient reads the second sentence.

4 The five-minute edit pass

1. Read the ask: is it clear and single?
2. Check every fact: dates, prices, names, links.
3. Cut filler: "I hope this email finds you well" and its cousins.
4. Read it aloud once. Fix what stumbles.
5. Check the recipient's name and address before send.

5 Match the tool to the volume

If you write a few emails a week, a free tier is probably enough. Rytr's free plan listed 10,000 characters a month when we fetched its site on 2026-11-13; Wordtune's free plan caps daily rewrites and monthly AI generations. If you live in email all day, a paid plan with room to spare beats rationing a free one. Compare the paraphrasing and grammar-editing categories on this site.

One caution

Do not use AI to write emails you would not want attributed to you. Clients, employers and journalists can all tell the difference between your voice and a model's average. The tool saves time; the edit keeps the relationship.

Sources

All sources below were fetched and checked on 2026-11-13. That is the access date, not a claim about publication date.

- Rytr, accessed 2026-11-13.
- Wordtune: Pricing, accessed 2026-11-13.
- Grammarly: Plans, accessed 2026-11-13.

Frequently asked questions

Is it okay to send AI-written emails to customers?

Yes, if you edit them. Check facts, tone and the ask before sending. A slightly edited AI draft is fine; an unedited generic one reads worse than no email.

Which AI tools are good for email?

Look at the paraphrasing and grammar-editing categories on this site; rewriting and polishing tools cover most email drafting. General writing tools with tone controls also work. Compare prices and free plans on each vendor's own page.

Sources

rytr.me — https://rytr.me/
wordtune.com — https://www.wordtune.com/pricing
grammarly.com — https://www.grammarly.com/plans