

How to write an e-mail



- Begin with a greeting

Always open your email with a greeting, such as **“Dear John”**.

If your relationship with the reader is formal, use their **family name** (eg. **“Dear Mrs. Smith”**).

If you don't know the name of the person you are writing to, use: **“To whom it may concern”** or **“Dear Sir/Madam”**.



- Thank the recipient

If you are replying to a client's inquiry, you should begin with a line of thanks. For example, if someone has a question about your company, you can say, **“Thank you for contacting Konekt Company”**.

If someone has replied to one of your emails, be sure to say, **“Thank you for your prompt reply”** or **“Thanks for getting back to me”**.

Thanking the reader puts him or her at ease, and it will make you appear more polite.



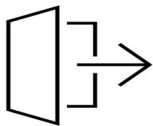
- State your purpose (the reason why you are writing)

If you are starting the email communication, it may be impossible to include a line of thanks. Instead, begin by stating your purpose. For example, **“I am writing to enquire about ...”** or **“I am writing in reference to ...”**.



- Add your closing remarks

Before you end your email, it's polite to thank your reader one more time and add some polite closing remarks. You might start with **“Thank you for your patience and cooperation”** or **“Thank you for your consideration”** and then follow up with, **“If you have any questions or concerns, don't hesitate to let me know”** and **“I look forward to hearing from you”**.



- End with a closing

The last step is to include an appropriate closing with your name. “Best regards” and “Thank you” are all professional. Finally, before you hit the send button, review and spell-check your email once more to make sure it's truly perfect!



- What a professional e-mail should look like...

Professional Email Message Guidelines

Subject Line:

Concisely convey your purpose for writing

Greeting

Always include a greeting

Font Style



Avoid ornate, playful or colored fonts

Subject Thank You-Assistant Account Executive Interview

Dear Ms. Doe:

I enjoyed speaking with you today about the assistant account executive position at the Smith Agency. The job seems to be an excellent match for my skills and interests.

The creative approach to account management that you described confirmed my desire to work with you.

In addition to my enthusiasm, I will bring to the position strongwriting skills, assertiveness, and the ability to encourage others to work cooperatively with the department.

I appreciate the time you took to interview me. I am very interested in working for you and look forward to hearing from you regarding this position.

Sincerely,
John Smith

Send

Length

Keep it as concise as possible

Emoticons



Avoid in professional emails

Spelling & Grammar

Edit carefully before sending

 the balance



Remember :

- Greetings
 - Thank the recipient if you are answering an inquiry
 - State your purpose if you starting the communication
 - Keep the message concise (not too long and precise)
 - Add a closing remark
 - End with a closing



NO slang, NO emojis, NO coloured or playful fonts, no familiarity

How to give a professional opinion

For useful expressions, follow the links

➡ <http://www.franglish.fr/methodo/opinion>

➡ [https://www.english-for-techies.net/grammar/les principaux mots de liaison.htm](https://www.english-for-techies.net/grammar/les_principaux_mots_de_liaison.htm)

The date in American / British English

➡ <https://dictionary.cambridge.org/fr/grammaire/grammaire-britannique/dates>



Remember :

- You are the expert, make sure to keep an open mind and weigh the pros and the cons of a situation or benefits and drawbacks of a product before giving your opinion.
- Make sure to present all the aspects of a situation or specifications of a product to justify your opinion and choices or to advise a client, colleague or manager in the best professional way possible.

Référentiel :

Activité langagière de production et interaction écrite

Rédiger des documents professionnels pour communiquer avec des clients, fournisseurs ou des prestataires

B2 : peut rédiger des courriers de façon structurée en soulignant ce qui est important et en faisant des commentaires

