**Warm up**: Discovery of the topic

**what is it about**? keywords

**expected outcome**: understand & write a professional email

**E-mail 1**

**Read the email, look for vocabulary & answer the questions**

**From**: [prichards@slomoinc.com](mailto:prichards@slomoinc.com)

**To**: lisa-[scummings@yahoo.com](mailto:scummings@yahoo.com)

**Sent**: Tuesday, April 21, 2021

**Subject: Project**

Dear Ms. Scummings,

We are contacting you to require your services regarding our existing website which we find far from being a unique and attractive looking website. I know a visitor forms an opinion about our website within 50 seconds. And an intuitive design plays a key role in arresting attention.

I chanced upon the website of a friend of mine the other day and was quite impressed with the look and features it could offer. He told me to get in touch with your team.

Let me tell you the different aspects on which your focus should go: our website is outdated, our brand message is unclear, our CMS seems non SEO-friendly and it isn’t responsive.

As a consequence, we are losing our prized customer base to competition. We are perceived as untrustworthy and it creates a bad user experience.

For these significant reasons we need to reconsider re-designing and re-developing our website.

Should you be interested in taking the challenge, please let us know!

I look forward to hearing from your proposals, templates and quotes!

Kind regards

P. Richards

**A. Vocabulary search**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Client | Custumer | Contacter | To contact / To get in touch | Concernant | reguarding |
| Devis | Quotes | Demander | requirer | Dans un délai de | Within XX second |
| Fonctionnalités | Features | Proposer | To offer | Facile à référencer | SEO friendly |
| Marque | Brand | Tenir informé | To let know | Peu fiable | Untrustworthy |

**B. Answer the questions in French!**

1 Quel est la raison de la prise de contact?

Le demandeur souhaite refaire son site internet avec l’entreprise qui a créer le site de son ami.

2 Quels sont les défauts du site existant ?

Le site est daté, le message que veut faire passer la société n’est pas clair et le site n’est pas responsive. Côté référencement le site est considérer come peu fiable donc mal référencé

**E-mail 2**

**Read the email, complete the missing information with vocabulary below & answer the question**

Timely / Features / Delete / User-friendly

**From**: lisa-[scummings@yahoo.com](mailto:scummings@yahoo.com)

**To**: [prichards@slomoinc.com](mailto:prichards@slomoinc.com)

**Sent**: Thursday, April 30th, 2021

**Re: Project**

Att: Prototype

Mr. Richards,

Thanks for contacting us and trusting our team for your project. I am writing to inform we have finished the first draft of your project, and I have attached it to this email. Please read it, let me know what you think, and feel free to tell me what changes you suggest. If you think it is not user friendly, let me know which features I could delete. I would like to get your Feedback before I make the final one, so it would be helpful if you could have a look at it ASAP and send me a timely response. I need to give it to my boss tomorrow. Thank you for your quick reply.

Feel free to ask questions or give your comments.

Sincerely,

Lisa

**Answer the questions in French!**

1 Quelles informations donne Lisa au sujet du site ?

How to write an E-MAIL Recap

**Look again at the mails above and Complete the following headings:**

|  |
| --- |
| **Contact & extra info layout** |
| **From :** The person sending email  **To :** The person receiving email  **Subject**  **Attachment**  **Sent Monday 22nd January 2024 at 11.45**  **Cc :** Carbon Copy  **Bcc :** Blind Copy Carbon |
| **Salutation** |
| **Dear Mr. Smith Not Dear Mr.**  **Dear Sir**  **Dear Ms. Smith Not Dear Ms. (Mrs + Miss)**  **Dear Madam,**  **Dear Sir or Madam,** |
| **Opening** |
| **I’m contacting you, / I’m writing to you … to confirm / about your issue** |
| **Reply & follow up** |
| **Thanks for** your message.  **Thanks for** contacting us.  **Following** your request  **After the request**  **Further** to our telephone conversation |
| **Attachment** |
| **I have attached** a quote /  **I am attaching** a invoice.  **Please find** the quote **attached.**  **Please find** the quote **as an attachment** |
| **More information** |
| **Do not hesitate to ask if you need more information**  **Feel free to contact us …** |
| **Polite ending** |
| **I look forward to your response.**  **I am looking forward to your feedback** |
| **Closing** |
| **Best regards**  **Regards**  **Kind regards**  **Sincerely** |