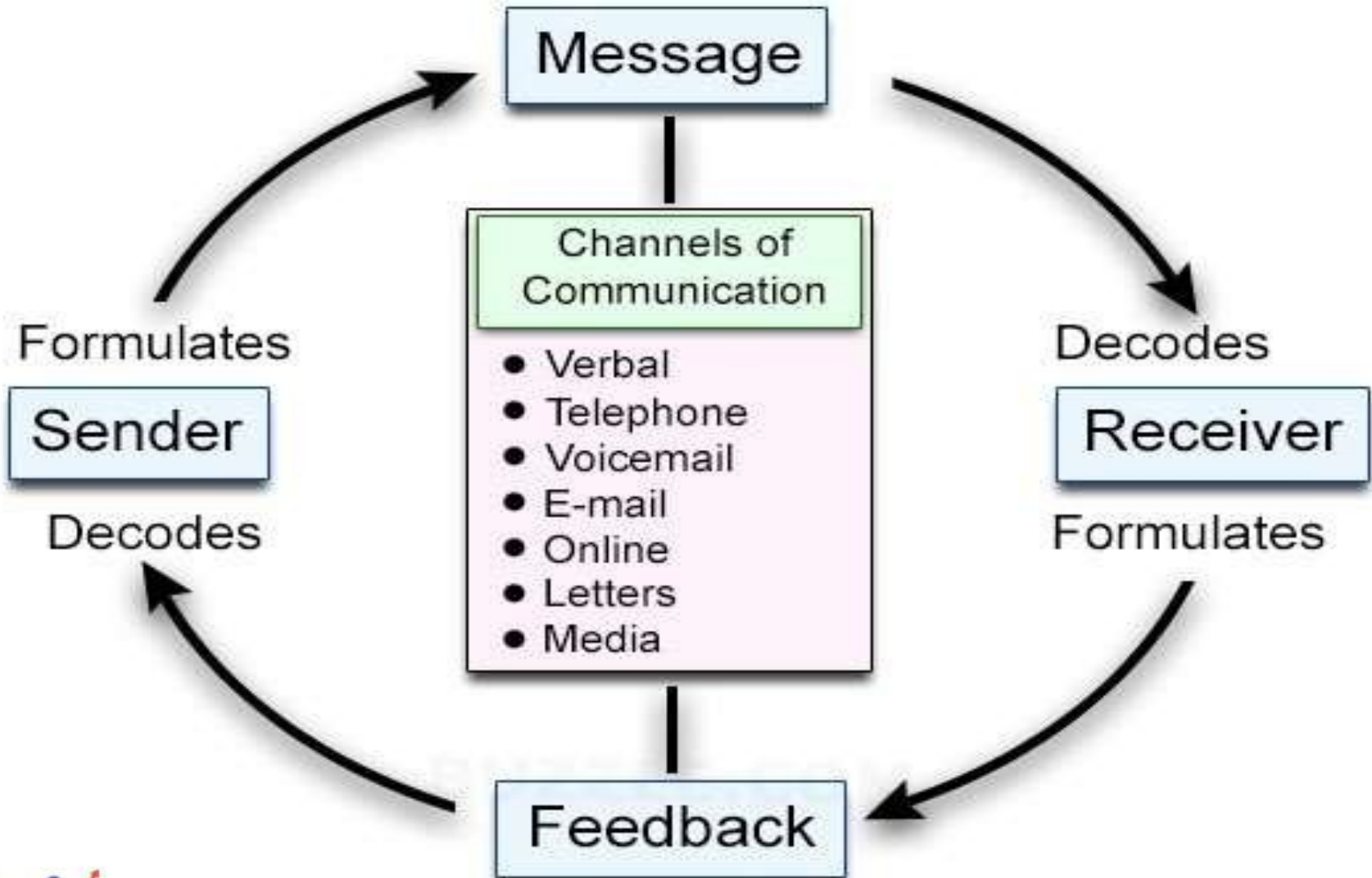


# e-mail



# Communication



# Writing e-mail

## Use a neutral e-mail address

- Your e-mail address should be a **variation of your real name**, not a username or nickname.
- Use periods, hyphens, or underscores to secure an e-mail address that's just your name
- **Never use an unprofessional email address.** No one will take you seriously if your reply-to is `msingle4u@slip'nslices.net`

# **Use a short and accurate subject header**

- **Use a short and precise subject header;**  
include a keyword that will make the email content easier to remember and/or search for in a crowded inbox.
- **The subject is a 2-3 word summary of the purpose of the email.**



Want consultant & any se x | Inbox (510) - suficonsultar x | (18 unread) - pyramidtour x | what is functional gramm x | Webmail :: Welcome to W x

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Newsearch Hr <hr@newsearchgroup.in> Mar 19 ☆

to bcc: me

Dear Sir/Ma'am,  
Have A Nice Day...!!  
We are Gurgaon Based Consultant who are working since 2001 & provide various business Services to Companies & Overseas ,Our Core Business Services are :-

1. Training (First Aid ,Fire & Safety ,Women Safety ,Quality Management System ,Fire N.O.C)
2. Recruitment (Bulk Hiring , Head Hunting, IT & NON IT Recruitment, Best Technical Recruiters For Automobile & Manufacturing Industries)
3. Manpower Out Sourcing (outsourcing provided in Delhi Metro Project ,Facility Services & Security Services in Companies etc.)
4. Hr Out Sourcing(Payroll Services , Statuary Compliance's, Bulk Hiring etc.)
5. Industrial Investigation(Documents & References verification)
6. Job fairs & Campus Drive:-

1<sup>st</sup> Job Fair organized on dated 17th March 2013 in Aligarh Muslim University(U.P.)

2<sup>nd</sup> Job Fair organized on dated 15th of May 2013 in Albarkat Institute of Management,Aligarh (U.P.)

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# Use a proper salutation

Using a last name is more formal and should be used unless you are on first-name terms with the recipient.

Thailand: Dear

Koon West: Dear

Mr. Smith Dear

Mr. Malhotra:

# Introduce yourself in the first paragraph (if necessary)

Dear Mr. Jones,

I have been researching our choices for  
SEO providers over the past week, and I  
wanted to

update you on my progress. *My name is  
Arlene Rivers. I am writing about the traffic  
citation I received on December 31, 2009. I  
obtained your e- mail address for the Online  
Marketing Solutions' website.*

# Write the actual message

- The email should be no more than 5 paragraphs long and each paragraph should be no more than 5 sentences long.
- Insert a line break between each paragraph; indenting isn't necessary and will likely be lost during the email transfer anyway.
- Be sure to avoid informal writing.
- **Use formal language and no abbreviations.**



# Use the correct form of

**leave-taking**  
Form of leave-taking depends on your level of intimacy with the recipient.

- *Yours sincerely, (if name is used in salutation)*
- *Yours faithfully (if Sir/Madam is used in salutation)*
- *Yours cordially, (less formal way)*
- *Respectfully, (formal)*
- *Best,*

# Action

- Any action that you want the reader to do should be clearly described, using polite phrases.
- Subordinates should use expressions such as 'Could you...' or 'I would be grateful if...'
- I want/I need-informal
- I would like to request more info on the new catalogue pricing(more professional)

# Attachments

- Make sure you refer, in the main message, to any attachments you are adding and of course make extra sure that you remember to include the attachment(s).
- For e.g. Please see the attached file for quotation details

# Sign with your full name

If you have a job title, include that in the line after your name, and write the company name or website in the line after that.

Happy to listen to you at:

0903 907 5060/ 08109075060 /0755 407 5060

[www.flee2fly.com](http://www.flee2fly.com)

[services@flee2fly.com](mailto:services@flee2fly.com)

[www.pyramidtravelsonline.com](http://www.pyramidtravelsonline.com)

Best

Syed Dilshaad

Husain CEO

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09826 878 478/0755 407  
5060

Pyramid Tower

88, Karbala Road, near old



# Proofread your message for content

- Make sure you haven't omitted any important details (or repeated yourself)
- **Proofread your message for spelling and grammar.** If your email provider doesn't already provide spelling and grammar options for you, copy and paste your email into a word processor, revise it if necessary, and copy and paste it back into your email.

What the email is about - Message

Message Insert **Options** Format Text

Paste Clipbo... Basic Text Names Includ... Follow Up Options Spelling Proofing

This message has not been sent.

Send

To... the person the email is for <name@emailaddress.com>

Cc... any other people who would benefit from the email

Bcc... same as Cc, only no one can see this address

**Subject:** What the email is about

[Salutation]

[Opening Sentence]

[The email information in detail.]

[Closing sentence]

[Signature]

Please consider the environment before printing this email

Attachments

Spell Check



## Formal Email Format

Use this format for professional purposes, for writing to professors, and for applications and resumes.

Dear Professor Kim

Or

Dear Mr. Turner

Use Dear not Hi, in formal email. NO Punctuation after Dear

Colon: No space between the word before and the colon: "Dear Mr. Turner:"

Always CAPITALIZE names.

These days punctuation is getting simplified, especially in the business world. If it is routine email and not a formal business letter on paper then no colon is also appropriate.

Body of email .....  
.....

Sincerely,

Or

Yours truly,

Adam Turner  
Director  
English Writing Center  
Hanyang University

Sincerely, and other closings are followed by a comma. The name should be on the next line or skip one line. If it is a business letter on paper then you should skip four lines because your handwritten signature should be between the "Sincerely" and your name.

Notice that the second word is not capitalized.

No commas between titles and the end of an signature line if possible.

## Personal (informal) Email Format

Adam,

Dear Adam

Dear Adam,

Dear Mr. Turner,

Dear Mr. Turner

Or

Hi, Adam.

Hello, Mr. Turner.

Very informal

The greeting in a personal email is not that important but follow the punctuation here at least. It also depends on the relationship between the people too much to give clear rules. There is also a Korean email style that is influenced by the Internet. Overusing !!!! and ~~~ is common in emails from Korean students. Do not use Hi!!! or Bye~~~ when emailing foreign Professors. It looks childish.

Period only after beginning with "Hi"

Comma after Hi or Hello,

Take care, Bye, See you tomorrow, Love, etc. many closings are possible.

# Reply/Forward/Acknowledge/ Auto reply/Vacation

- Thank you for contacting ABC company.
- Thank you for your prompt reply.
- Thanx for getting back to me.

# Golden rules

- As a general rule, PLZ avoid text speak (abbreviations and acronyms): *you* may be ROFLOL (rolling on the floor laughing out loud), but your reader may be left wondering WUWT (what's up with that).
- Edit and proofread before hitting "send." You may think you're too busy to sweat the small stuff, but unfortunately your reader may think you're careless.
- Don't use ALL CAPITALS (no shouting!), or all lower- case letters either

# Questions???

# Case study: e-mail: a strong weapon

A customer deposited an amount of 40000 INR(2352 AED) into the account of a travel agency . At the time of depositing the amount the customer wrongly entered the name of the person in place of the organization. The amount was blocked as the account name was different. The person came back to India in the mean time whose presence and ID was necessary to rectify the mistake.

The only option that the travel agency had was to correspond through e-mail and sort out the matter and get the amount credited into the respective account.

# Assignment

Write an e-mail targeting bulk audience introducing your organization/project for brand promotion.