

# Email and Written Etiquette for the Workplace

## Introduction

In today's digital-first workplace, the way you write speaks volumes about your professionalism. Whether you're reaching out to a colleague, reporting to a manager, or responding to a client—your email communication reflects your clarity, tone, and respect for workplace norms. In this module, we'll cover essential practices to master professional email writing and written etiquette that leave a positive impression and foster effective communication.

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## 1. Writing Professional Emails

A professional email is clear, concise, and respectful. It follows a structure that makes it easy to read and respond to. Every part—from the greeting to the closing—matters.

### Key Components:

- **Subject Line**
- **Greeting**
- **Introduction/Purpose**
- **Body (Details/Context)**
- **Call to Action/Next Steps**
- **Closing**
- **Signature**

### Tips:

- Avoid long paragraphs—use line breaks for clarity.

- Stick to one main point per email.
  - Proofread before sending.
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## 2. Subject Line Precision

Your subject line is the first thing a recipient sees. It determines whether your email gets opened promptly or ignored.

### Effective Subject Lines:

- Are short and specific (5–8 words)
- Reflect the main purpose of the email
- Avoid vague words like “Hi,” “Help,” or “Urgent” (unless truly urgent)

### Examples:

-  *Meeting Reschedule: Friday to Monday at 3 PM*
  -  *Feedback Request: Project XYZ UI Design*
  -  *Important Update*
  -  *Question*
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## 3. Formal vs. Semi-Formal Tone

Your tone should align with your relationship with the recipient and the context of the message.

### Formal Tone

Used with clients, senior leadership, or in initial conversations.

**Examples:**

- “I hope this message finds you well.”
- “I would like to request...”
- “Please let me know if you need any clarification.”

## **Semi-Formal Tone**

Used with peers or teammates, once rapport is established.

**Examples:**

- “Just checking in on...”
- “Could you please share the update by EOD?”
- “Thanks for the quick turnaround!”

**Avoid:**

- Casual language (e.g., “Hey,” “Yup,” “No probs”)
  - Overuse of exclamation marks (!)
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## **4. Common Email Scenarios**

Let’s break down typical email types you’ll write at work:

### **A. Request Email**

- Be polite and specific.
- Mention the timeline or deadline.

**Example:**

*Subject: Request for Leave Approval – Sep 15 to Sep 20*

Dear [Manager's Name],

I hope you are doing well. I would like to request leave from September 15 to September 20 due to personal commitments. Please let me know if this can be approved.

Thank you for your consideration.

Best regards,

[Your Name]

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**B. Follow-up Email**

- Reference previous communication.
- Be respectful, not pushy.

**Example:**

*Subject: Follow-Up on Last Week's Meeting Notes*

Dear [Name],

I hope you're doing well. Just checking in to see if there's any update on the action points we discussed in last week's meeting.

Looking forward to your response.

Thanks and regards,

[Your Name]

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**C. Feedback Email**

- Use constructive language.
- Mention what worked well and what can improve.

**Example:**

*Subject: Feedback on Presentation – Marketing Deck*

Hi [Name],

Great job on your recent presentation. The visuals were clean and your messaging was clear. One

suggestion would be to include more client success stories in the next version—it would add more impact.

Keep up the good work!

Best,

[Your Name]

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## 5. Sample Email Templates

### Template: Introduction Email (New Team Member)

*Subject: Introducing Myself – New Content Writer at ABC Corp*

Hi Team,

My name is [Your Name], and I've recently joined ABC Corp as a Content Writer. I'm excited to collaborate with you all.

Looking forward to working together!

Best,

[Your Name]

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### Template: Meeting Scheduling

*Subject: Scheduling Weekly Review Meeting – Suggestions Needed*

Dear Team,

To keep our progress aligned, I'd like to propose a weekly review meeting. Could you please share your availability for Thursday or Friday afternoons?

Looking forward to your responses.

Best regards,

[Your Name]

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### Template: Apology Email

*Subject: Apology for Delay in Submission*

Dear [Recipient's Name],

Apologies for the delay in submitting the document. I faced unexpected technical issues. The updated file is now attached for your review.

Thank you for your patience.  
Sincerely,  
[Your Name]

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6. Do’s & Don’ts of Email Etiquette

Do’s	Don’ts
Use professional greetings (e.g., Dear, Hello)	Don’t use “Hey” or skip greetings
Keep it concise and purposeful	Don’t write long, unclear emails
Use proper grammar and punctuation	Avoid abbreviations/slang (e.g., “u,” “pls”)
Respond within a reasonable time	Don’t ignore important emails
Use “Reply All” only when necessary	Don’t CC everyone unnecessarily
Use an appropriate sign-off (e.g., Regards, Best)	Don’t end with casual sign-offs like “Cheers” in formal settings

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Conclusion

Emails are more than just messages—they are a form of personal branding in the workplace. By mastering the art of writing clear, respectful, and effective emails, you show professionalism, save time, and build stronger working relationships. Whether you're sending a simple update or a formal request, every email is a reflection of you.

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CASE STUDIES

Case Study 1: The Missed Subject Line

**Context:**

Priya, a new intern at a marketing firm, sends an email to the design team requesting changes in the campaign creatives. However, she forgets to add a subject line. Additionally, she writes in a hurry with grammatical mistakes and no clear structure.

**Email Sent:**

Hi,

Please change the image in slide 2 and also make it more vibrant. Also can you add something new to the slide 4. Thanks.

Priya

**Result:**

- The design team missed the email for two days as it didn't have a subject line.
- When they read it, they were confused about what exactly needed to be changed.
- Her manager had to step in and clarify the requirements, causing a delay in the campaign.

**What Went Wrong:**

- No subject line
- Lack of clarity and sentence structure
- Informal tone and rushed messaging

**Learning Point:**

A professional email must be clear, structured, and specific. Adding a relevant subject line and proofreading before sending are non-negotiable practices.

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**Case Study 2: The Misinterpreted Tone****Context:**

Rahul, a team lead, was following up on a task from his junior colleague, Meena. His intention was to check progress, but his email was very brief and came across as cold and authoritative.

**Email Sent:**

Where is the report? I was expecting it yesterday.

**Result:**

- Meena felt anxious and assumed Rahul was angry.
- She hesitated to respond and completed the report in a rush, leading to errors.
- A feedback loop was missed, and trust was affected in their communication.

**What Could Have Been Better:**

- More polite and constructive phrasing
- Expressing understanding or offering support

**Revised Email:**

Hi Meena,

Hope you're doing well. Just checking in on the report that was due yesterday. Let me know if you're facing any blockers—I'd be happy to help.

Best,

Rahul

**Learning Point:**

Tone matters. Even in follow-ups, empathy and professionalism must be reflected in your words to maintain healthy workplace relationships.

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**Case Study 3: The CC Chaos****Context:**

Sonal, a coordinator in the HR team, sent an update email about the upcoming employee engagement activity. She CC'd the entire company unnecessarily, including senior leadership and unrelated departments.

**Email Sent:**

Subject: Fun Friday Plan

Hi all,

We'll be doing a dance contest this Friday in the lounge. Please wear comfortable clothes. Spread the word!

Thanks,

Sonal



**Result:**

- Senior managers were confused why they received the email.
- Some departments complained about spam.
- Sonal's manager had to send an apology clarifying it was intended only for the HR and events team.

**What Went Wrong:**

- Misuse of "CC"
- Casual tone with emojis in a workplace-wide email
- No audience targeting

**Learning Point:**

Know your audience and use CC/BCC responsibly. Also, even informal emails must maintain a professional tone if sent to a broader or senior audience.

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