TOPIC 1

PROFESSIONAL EMAILS

INTRODUCTION

Email writing is an essential part of professional communication. It is not easy to get people to respond to your emails if they do not feel interested in your message or proposal. This is exactly the reason why you should learn to write good emails. Be bold. Get to the point right away. The best email communication is the one that is simple and clear.

There are a few tips you have to keep in mind when you sit down to write emails. Emails can be casual or professional, just like informal and formal letters. The format of the email changes according to the kind of email you are writing. However, accurate grammar and spelling are aspects that are to be taken seriously.

When you start writing an email,

➤ Make sure you type in the right email ID. Always check with the receiver for the exact **email address** because even a full stop that is not part of the email address can land your email with the wrong person, or the mail would simply bounce.

➤ The **Subject** line is the next most important factor you should carefully consider because that is the first thing anyone receiving the email would see. It also determines if the receiver would want to open the mail. 'The from line is what recipients use to determine whether to delete an email. The subject line is what motivates people to actually open the email.' said Loren McDonald. Spend double the time you spend on drafting the body to draft the subject.

➤ See to it that your **Salutation or Greeting** is appropriate to the receiver/s. The greeting builds a rapport.

➤ The **Body** of the email states what the email is about. Be clear with what you want your receiver to know. Make sure you have everything you want to convey drafted in simple terms. Do not use colloquial language or long unwinding sentences. Try not to repeat words or use cliched terms. Make your message positive, even if you're turning down an offer. If you have to follow, do it before they remind you

to. Keep it short. Use standard font style and size. Do a final spelling/gram
check/proof read.

➤ Finally, Sign off the email on a polite note and proofread it before hitting
The closing should feel genuine; only then will the receiver want to respond

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Your professional email address   ⟶   **From:** ▨▨▨▨▨▨

Recipient's email address   ⟶   **To:** ▨▨▨▨▨▨

Subject line   ⟶   **Subject:** ▨▨▨▨

Greeting phrase   ⟶   **Dear** ▨▨▨▨

Opening line   ⟶

Body paragraphs   ⟶

Closing line   ⟶

Sign-off   ⟶

Signature (Full Name, Job Title, Company, Contact Details)   ⟶