

# **BUSINESS ENGLISH**

## **Formal Email Writing**

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English with Logan

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### **Cheat Sheets #2**

### **EMAIL STRUCTURE**

## Email Structure - Subject

- Short, specific, informative, attention grabbing
- Six to ten words, 30-40 characters
- Best to include topic, project name, deadline
- Add *No reply necessary*, *Action Required*, or *Urgent*
  
- No links
- No typos
- No all upper case
- No all lower case
  
- Avoid nudity, profanity, and inappropriate content
- Add NSFW (Not Safe For Work)



## Email Structure - Greeting

- Go formal if:
  - you don't know the recipient
  - they are older than you
  - they are higher rank than you
  - you are not sure
- Use salutation or title + last name, never first name
  - *Dear Mr. Williams / Hello, Dr. Williams / Greetings, Mr. Williams*
- Women – use title, Mrs., Miss, or Ms.
- Women – if unsure, use Ms.
- Group – *Dear Club Members*
- Group – *Hello Everyone* or *Good Day Team* (less formal)
- Try to get a person's name or at least their title
- Avoid *Dear Sir or Madam, To Whom It May Concern, Dear Sirs*
- Use *Dear Hiring Manager, To the HR Department*
- Use a comma after the greeting: *Dear Prof. Davis,*
- Use a colon after the greeting in a very formal or first communication (US)
- Separate actual greetings with a comma:
  - *Hello, Mr. Davis / Good Morning, Dr. Davis / Greetings, Prof. Davis*
- No comma after adjectives: *Dear Mr. Jones*
- Capitalize titles, names, the first letter, all nouns: *Good Morning, Dr. Davis*



## Email Structure - Body Introduction

If first email, introduce yourself and tell them why you are emailing them:

- *Allow me to introduce myself...*
- *This is in reference to...*

If you've met before, remind them of who you are or how they know you:

- *It was a pleasure meeting you last week at the conference...*

You can refer to any previous communications:

- *Regarding our discussion about...*
- *With / In regard to your question about...*
- *Further to our conversation on Monday...*
- *I apologize for the delay in replying*
- *My apologies for the delay*

Be polite and friendly – don't be cold

- *I hope you are well*
- *It was a pleasure to... see you last week, see you again, meet you, talk to you*

You can thank them:

- *Thank you for... your email, your message, your time, letting us know about, taking the time to write to us*

State the purpose for your email – start with the ending:

- *I would like to... let you know, remind you, ask you about...*



## Email Structure - Body Introduction (informal)

In an informal email, you can also:

- thank them
- tell them your reason for writing
- apologize for the delay

You may open with more personal questions:

- *How's it going?*
- *How are the kids?*
- *How's everything?*
- *How was your vacation?*

Informal ways to state your purpose:

- *Just sending you an email*
- *Just writing*
- *Just to remind you*

You can also say:

- *I'm sorry I haven't written to you for so long / for ages*
- *I've some great news*
- *This is just a quick note to let you know*
- *It was great to hear from you*



## Email Structure - Body Main Text

- Get to your point quickly
- Make your point first and elaborate later
- Keep it simple and short
  
- Separate emails for large of different subjects
- Bullet points for a list of short topics
- Use dashes or bullets (alt-8 or option-8)
- Use paragraphs (enter or return) after each topic or a group of thoughts
  
- Be specific – ask questions you need answered
- Check your email for clarity before you send it out
  
- When replying to a longer email:
  - Don't give a short response
  - Thank them with a couple of sentences
  - If you're busy, tell them you will reply later
  
- Create a summary paragraph
- List or repeat the main points, questions, promises, or requests



## Email Structure - Attachments

- Ask if it's OK to send an attachment
- Ask if this is your first attachment to this person
- Ask if the attachment is large (over 10MB)
- Gmail can handle up to 25MB
- Use a download link for very large attachments
  
- Consider the file format
- Almost everyone can use PDF and ZIP
  
- Phrases when sending attachments:
  - *Please find attached*
  - *Attached you will find*
  - *Attached please find*
  - *I have attached...*

**Don't forget to attach the file!**



## Email Structure - Closing and Signature

Finish your email positively and with the future in mind:

- *I look forward... to your reply, to hearing from you, to meeting you*

Repeat any expectations, plans or promises made:

- *I would appreciate your prompt reply / Please let me know what you've decided*
- *I will meet you there on... / I will give you a call as soon as...*

Formal closing statements:

- *Sincerely, Sincerely yours* (US), *Yours sincerely* (UK) [\*1]
- *Respectfully, Respectfully yours*
- *Regards, With regards, Kind regards, Best regards* (US)
- *Yours truly* (US), *Yours faithfully* (UK) [\*2]
- *Best wishes, Warm wishes*
- *With appreciation, Cordially*
- *Good day, Thank you, Many thanks*

[\*1] When you know the recipient – slightly less formal

[\*2] When you don't know the name of the recipient; goes well with *Dear Sir*

Signature:

- Name, title, company, street address, different ways to contact you
- The best length for a signature is 4-6 lines
- Some information can be combined on one line
- Add <http://> before the website URL to make it clickable
- Don't include every possible way to contact you





## Email Structure - Closing and Signature (informal)

Informal closing:

- *Hope to see you there (tomorrow) / Can't wait to see you again*

Send greetings to family and friends:

- *Please say hi to Jenny / Give my regards to your mom*

Promise to write back:

- *I'll write again soon, I promise*

Ask for a reply:

- *Please let me know if that sounds like a plan*

Formal sounding statements that can be used informally:

- *Yours, Sincerely, Regards, Kind Regards, Best wishes, Looking forward to hearing from you*

Informal closing statements:

- *All the best, Have a great day, Have a nice weekend, Enjoy your weekend*
- *That's all for now, Later, Take care, Cheers, Write soon*
- *Love, Lots of love, Hugs, XoXo*
- *See you later, See you then, See you when I get there*
- *Thanks, Thanks so much*
- *OK, bye*

