

## INFORMATIVE EMAIL \_ structure and mechanics

TO: Recipient  
FROM: Author  
DATE: current date  
SUBJECT LINE: Title of email [3-4 word headline]

Dear Mr/s [Surname of Recipient]

FIRST PARAGRAPH	The leading paragraph (Lead) answers the basic questions (Ws = <b>What, Who, Where, When</b> )
SECOND PARAGRAPH	The second paragraph offers more explanation about the topic. It mentions the <b>Impact</b> and deals with <b>Why</b> .
THIRD PARAGRAPH	The third paragraph offers <b>more details</b> about the topic expanding on the relevance to the recipient.
FOURTH PARAGRAPH	The fourth paragraph is about <b>Future Action</b> . It could be about an on-going activity or invite the recipient to act on it or use a link to get more information.

Best regards,

Author's Name & Surname

### SIGNATURE BLOCK

Name Surname  
Job position / Major  
Company / Department, School  
Physical Address, Logo  
Contact details