



FACE

Email writing workshop

THE ART OF WRITING ILLUSTRIOUS EMAILS

Because - "Excellence is not an act, but a habit"

Focus Academy for Career Enhancement

An IIM graduates' Enterprise

Name of the student: _____

Register number: _____

Pre Assessment Test

Emails are considered to be the most professional and efficient way to communicate in any organization.

There are 2 different types of Emails

1. Formal: Sent generally to people outside the organization or to people whom the writer does not know about.

2. Informal: Sent to people known to the writer or to colleagues.

Tip:

If not sure of how formal the reply of an Email should be, copy the style of the person who has sent that Email.

If it is the first time to send an Email to a particular person, it is safer to use Formal style

Scenario 1:

You want to send your resume to JFK Infotech after looking at their job advertisement for the position of Java Developer / Tester / DotNet developer / Web Designing etc.,



Scenario 2:

As a former student, write an email to your professor, Dr. Rama Einstein, thanking him for teaching and the guidance that contributed to your overall development. Sign the email as Prateek Mishra.

Level: Beginner



Email Etiquette

1. Emails with typos will never be considered seriously – Ensure to spell check.
2. Never assume the intent of any Email. Clarify to avoid misunderstandings.
3. Be sure to make the Subject line reflects the content of the Email.
4. Make sure to include a courteous greeting and conclusion. Never make your Email – demanding or abrupt.
5. Just because someone doesn't ask for a response, doesn't mean we can ignore them.
6. Always acknowledge emails in a timely manner.
7. Ensure that the Email is free of grammatical errors.
8. Use [grammarly.com](https://www.grammarly.com) to check for errors before sending out any correspondence.

Milestone 1:

Try to find all the errors in the following Email samples.

1. Sample 1:

Hey Mr. Emily,

My name is rajesh. I'm very happy to receive your email and join your course. I am engineer and use sometimes english at work but i feel nervous when i speak.sometimes i feel blocked. I hope you can help me improve my speaking.it is important for work. I look forward to the 10-day challenge. It's very useful to me.)))))

Regards.

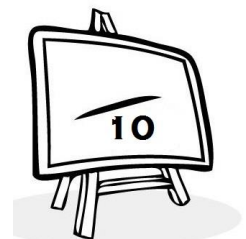


2. Sample 2:

Dear Mr. /Prof. Chatterjee,

I am here to inform you that we are going to organize a technical symposium on fourth sunday of this month. Many imminent personalities form industry are going to participate in this event. Expecting participation this time since I am organizing. In this event the students shall get to know about the latest technologies. Various competitions is held as a part of the symposium. It is wonderful opportunity to exchange ideas and win exciting prizes....(please remember there is no participation fee ;)..

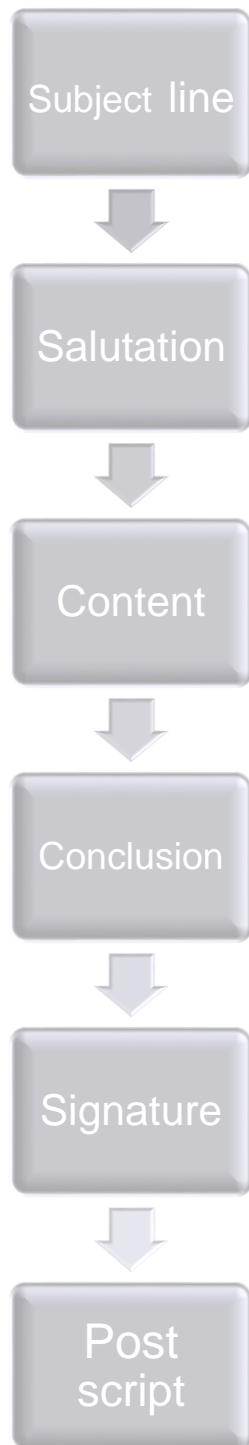
Best Wishes,
Sam,
Student coordinator.



Level: Beginner

Email Etiquette

The structure:



NOTE: Post script is not mandatory

Milestone 2: Subject Line Exercise

For the given scenarios, identify the most suitable subject line. **Final answer** may be modified to better suit the condition.

1. As you are planning a trip to Goa for a period of 15 days with your family, write an email to your boss asking for a leave.

- a) TRIP TO GOA WITH FAMILY - LEAVE - 15 DAYS – STARTING FROM 15/08/17
- b) APPLYING FOR LEAVE | from: 15/08/17 – to: 29/08/17 | for approval
- c) LEAVE APPLICATION | FROM 15 AUG 17 TO 30 AUG 17 | REQ PERMISSION

Final Answer: _____

2. As the team leader of a team of 20 members, write an email to sensitize teammates to not use the office internet for personal convenience.

- a) Regarding - Office internet usage – unnecessary usage – suspension order
- b) Gentle request | Refrain using office internet | Download limit exceeded
- c) As a team, we must stop using the office internet for personal purposes

Final Answer: _____

3. Write an Email to your manager, explaining how a huge project deal was lost because of a new competitor in market.

- a) ALERT | deal lost | new competitor in market | not my mistake
- b) Gratification | Deal Procured | Reason: New competitor in market
- c) Apologizing for not acquiring deal xxx | Reason: New competitor

Final Answer: _____

4. As the manager of HectorMess Inc., write an Email to all your staff to inform that you would not be available for the next two days as you will be on a business trip

- a) Unavailable – next 2 days – from your manager
- b) No subject line
- c) Unavailable | From: 6/9/17 To: 7/9/17 | Contact: Mr. XXX

Final Answer: _____



5. As the CEO of RMA Inc., express your grievances for Mr. Ajay – Sales Manager, who passed away recently after meeting with an accident.

- a) Mr. Ajay – Grievances – drive safely, please
- b) Deepest condolences | 29/7/17 | prayer in silence
- c) RIP bro | brother from another mother | pray to god that u reach heaven ☹ ☹

Final Answer: _____



Level: Beginner

Email Writing:

Fun Fact:

One of the most successful and funny email subject lines was used by the Ex-president of the US "Mr. Barack Obama" which helped him a lot to attract voters during his electoral campaign. The subject line read – "HEY".

Funny subject lines used by Mr. Obama

1. Hey
2. Hey again
3. Aloha
4. Not going to happen
5. Dinner?
6. Say you're with me

Tip:

The most professional

Email ID format is

firstname.lastname@xxx.com

Avoid using numbers

Ex:

john.smith@gmail.com

raja.ravi@yahoo.com.in

Funny IDs:

mr.coolguy17823@gmail.com

ram145yoyo@gmail.com

clickmefastRam22@gmail.com

Milestone 3: Salutation Exercise

For the given scenarios, identify the most suitable salutation. **Final answer** may be modified to better suit the condition.

1. As you are planning for a trip to Goa for a period of 15 days with your family, write an email to your boss asking for a leave. (Boss is younger than you and you are a woman)

- a) Dear Herold,
- b) Hey Boss,
- c) Boss !!!!!

Final Answer: _____

2. As the team leader of a team of 20 members, write an email to sensitize teammates to not use the office internet for personal convenience.

- a) Dear My team members only,
- b) Hey Judas!!! (Judas refers to traitors)
- c) Dear all,

Final Answer: _____

3. Write an Email to your manager, explaining how a huge project deal was lost because of a new competitor in market.

- a) Dear Sir or Madam,
- b) Alas! Dear Sir,
- c) Dear Sir, (Apologies!)

Final Answer: _____

4. As the manager of HectorMess Inc., write an Email to all your staff to inform that you would not be available for the next two days as you will be on a business trip.

- a) Hello contributors/supporters
- b) No salutation required
- c) Hi all,

Final Answer: _____

5. As the CEO of RMA Inc., express your grievances to all staff members for Mr. Ajay – Sales Manager, who passed away recently after meeting with an accident.

- a) Dear team,
- b) Sad news to all,
- c) No salutation (since emotions are inexpressible)

Final Answer: _____





Level: Beginner

Email Writing:

It is best to avoid using abbreviations or acronyms in an Email.

But there are a few standard acronyms used across the globe, which are universally accepted and must be learned by every Email writing candidate.

Here are a few acronyms which can be used:

1. FYI = For Your Information

2. PFA = Please Find Attached

3. PFB = Please Find Below

4. BTW = By The Way

5. TIA = Thanks In Advance

6. AKA = Also Known As

7. CC = Carbon Copy

8. ASAP = As Soon As Possible

9. IMO = In My Opinion

10. EOD = End of the Day

Avoid:

1. lol

2. Rofl

3. mam (it is Madam)

4. Hehehehe

Milestone 4: Content Exercise

Scenario 1:

Convert the following Informal/semi-formal statements into formal statements

1. I have attached my resume. Please look into it.

2. We want you to know that you are fired from our company

3. Please call me in this number for asking questions

4. I saw your Email which you had sent on Jan 5th. This is the reply to it

5. I need you to look into this matter immediately!!!!



Scenario 2:

Find the errors in the following email content:

1. I'm a Marketing Coordinator at Acme corporation.
(Error= _____)

2. indian economy is getting ruined by it's politicians.
(Error= _____)

3. Their're plenty of JOB opportunities available in our Organization.
(Error= _____)

4. We do not compromise in the quality of our content hence we are requesting you
(Error= _____)

5. I have underwent through the document, since the meeting did not went well
(Error= _____)

6. It's a matter of time before we've introduced ourselves in the market.
(Error= _____)





Level: Beginner

Gmail Shortcuts to save time:

Before following this, ensure the keyboard shortcut button is enabled in Gmail account.

To enable:

Settings > General > Keyboard shortcuts > on

Shortcuts;

1. Reply = r
2. Reply to all = a
3. Forward = f
4. Mark as unread = shift + u
5. Mark as Important = = (equal-to button)
6. Jump to next mail = k
7. Jump to previous mail = j
8. Select all unread = Shift + 8 + u
9. Compose = c
10. Jump to inbox = u

Email Domains
– (professional)

1. Gmail
2. Yandex mail
3. Outlook
4. Zoho mail
5. Proton mail
6. Yahoo mail
7. Icloud
8. Rediff mail

Milestone 5: Signature Exercise

For the given scenarios, identify the most suitable Signature line. **Final answer** may be modified to better suit the condition.

1. As you are planning for a trip to Goa for a period of 15 days with your family, write an email to your boss asking for a leave. (Boss is younger than you and you are a woman)

- | | |
|------------------------|---------------------|
| a) Your's Sincerely, | d) Your Cordially |
| b) With love, | e) Yours, Sincerely |
| c) Thanks and Regards, | |

Final Answer: _____

2. As the team leader of a team of 20 members, write an email to sensitize teammates to not use the office internet for personal convenience.

- | | |
|---------------------|-----------------|
| a) Good luck, | d) No signature |
| b) Your's truly, | e) warmly |
| c) your Well Wisher | |

Final Answer: _____

3. Write an Email to your manager, explaining how a huge project deal was lost because of a new competitor in market.

- | | |
|----------------------|--------------------|
| a) Sincerely, | d) Peace |
| b) Ciao | e) Beg your pardon |
| c) Take it easy Sir, | |

Final Answer: _____

4. As the manager of HectorMess Inc., write an Email to all your staff to inform that you would not be available for the next two days as you will be on a business trip.

- | | |
|-------------------|-----------------------------|
| a) Sayonara, | d) See you soon, |
| b) Adios, | e) Take care. With Regards, |
| c) Do not Disturb | |

Final Answer: _____

5. As the CEO of RMA Inc., express your grievances to all staff members for Mr. Ajay – Sales Manager, who passed away recently after meeting with an accident.

- | | |
|---------------------------|---------------|
| a) My sympathy, | d) with love, |
| b) Yours sympathetically, | e) Amen. |
| c) Take care. | |

Final Answer: _____





Level: Intermediate

Milestone 1: Fill in the blanks with suitable words from the list of words given below and rearrange the email in the proper order.

1) **Subject:** Editorial Assistant Position - Jane Jones

CORRECT ORDER * _ _ _ _

Dear Hiring Manager,

A) My maturity, practical experience, attention to detail, and to enter the publishing business will make me an excellent editorial assistant. I would love to begin my with your company and am confident that I would be a addition to the 123 Publishing Company.

B) I have my resume, and will call within the next week to see if we might arrange a time to speak together. Thank you so much for your time and

C) I would like to my deep in the position as Editorial Assistant for your publishing company. As a recent with writing, editing, and administrative experience, I believe I am a strong candidate for a position at the 123 Publishing Company.

D) You have that you are looking for someone with strong writing skills. As an English major at XYZ University, a writing tutor, and an intern for both a government magazine and a college marketing office, I have become a skilled writer with a variety of publication

Sincerely,
Jane Jones

enclosed	consideration	graduate	interest	career	specified
experience	eagerness	express	beneficial	editorial	



2) **Subject:** Termination due to insufficient attendance

CORRECT ORDER * _ _ _ _

Dear Mr. Jacobson:

A) This letter is being sent to inform you of your termination as Sales Representative at M & Co owing to your poor attendance. We have sent you three written warning (copies enclosed) detailing how your behavior may affect your work but you have paid no heed to any of them. Mr. Leslie Neal (Sales Supervisor) has also spoken to you about your tardiness but we have not seen any change in your routine.

B) Please note that this termination is immediately. Mr. Neal will be with you after lunch so that you can hand over your tasks and any company information that you may have in your

C) It is my that Mr. Neal offered you an unpaid leave so that you could sort out any issues that you may be facing which have in poor attendance on your part. Your to accept this offer confirms that you are non-serious to your work.

D) Please understand that M & Co is a team environment and any team member who is not his work brings down the of the entire company. Since you make it to work barely three times a week, teamwork is not possible. We observed that the sales campaign that you were to, has not produced any results – the entire team was due to its failure.

Regards,
Liam Bealson
Manager Human Resources

personally	delivering	efficiency	assigned	effected	understanding
resulted	refusal	effective	possession	eventually	





Level: Intermediate

Milestone 2: Following are the data obtained from four different Emails. Match them accordingly.

S. NO	Subject line	Salutation	Content 1	Content 2	Conclusion	Signature
1.	Thank you for the support	Dear Ramesh,	This Email is to inform you all that today is my last working day over here.	Your kind words are of great comfort to us as we try to come to terms with our daughter's demise.	I am looking forward to continuing to work together.	With love, Acharya
2.	Thanking you for the condolences offered	Dear Mr. & Mrs. Sravan,	Gratitude for your sympathy during our time of loss.	You have always been right there, helping me out whenever and wherever needed. Everything has finally come together, and we're ready to open the door to the public.	I wish you all the best and requesting all to stay in touch.	Kind regards, Mr. and Mrs. Radha
3.	Farewell	Dear Mr. Dubey,	I really appreciate all your help in getting the restaurant ready for opening night.	Every Cuisine was delicious; especially the Dessert. Ram and Bheem have grown into fine young boys; you must be so proud of them.	God's grace and your prayers are with us in this predicament.	Cheers, Gopal
4.	Thank you – Dinner party	Dear Colleagues,	Thank you so much for inviting me to the dinner last night. We had a wonderful time and it was lovely to meet you again after a long time.	I would like to thank you all for the mentoring and support extended to me during my time here.	Thank you again for the lovely evening.	Sincerely, Mr. Prashant.



Level: Expert

Milestone 1: Compose an Email for the following scenario using the clues provided below.

You had received a call yesterday from NeighbourHoodie Solutions that has offered you a career opportunity as the 'Marketing Director' in their organization. Compose an Email expressing your gratitude and discussing other details.

Subject line	: Full Name – Purpose
Salutation	: Formal – addressing a new person
Introduction	: Remind him of the phone call – role and company name – express your emotions (use words like thrilled, excited, happy etc.,)
1 st paragraph	: Joining date and salary details discussion (Salary in Lakhs per annum)
2 nd paragraph	: extra details (should I bring any documentation? – when can I expect a reply? – is there any paperwork needed?)
3 rd paragraph	: Contact information
Conclusion	: Express gratitude again
Signature	: Formal

SCENARIO BASED EMAIL WRITING:

Subject: _____

Salutation: _____,

Introduction:

1st paragraph:

2nd paragraph:

3rd paragraph:

Conclusion statement:

_____,

_____.



Level: Expert

Milestone 2: Peer evaluation

Create Emails for the following scenarios: (TCS Email writing model without hints)

Scenario 1:

Write an Email to your Senior Manager, apologizing for taking an emergency leave for 4 days without informing in prior. (Owing to your grandmother's death)

Scenario 2:

File a report to your district Magistrate informing him about the water clogging problem in your locality which might be the reason for recent Malaria outbreak.

Try to find as many errors as you can find from the Emails written by your friend.



Errors:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

Finale: Scoring and Assessment

Level 1: Beginner

Milestone	Total Score	Your Score
Milestone 1		
Milestone 2		
Milestone 3		
Milestone 4		
Milestone 5		

Level 3: Expert

Milestone	Total Score	Your Score
Milestone 1		
Milestone 2: Peer Evaluation		
Score given to your peer : _____	Score received from peer : _____	

Level 2: Intermediate

Milestone	Total Score	Your Score
Milestone 1		
Milestone 2		

Level 4: Post Assessment

Milestone	Total Score	Your Score



Overall Assessment: (INTROSPECTION)

How do you rate yourselves on a scale of 5 on the following parameters before and after attending the workshop?

1 – Very poor

2 – Poor

3 – Moderate

4 – Good

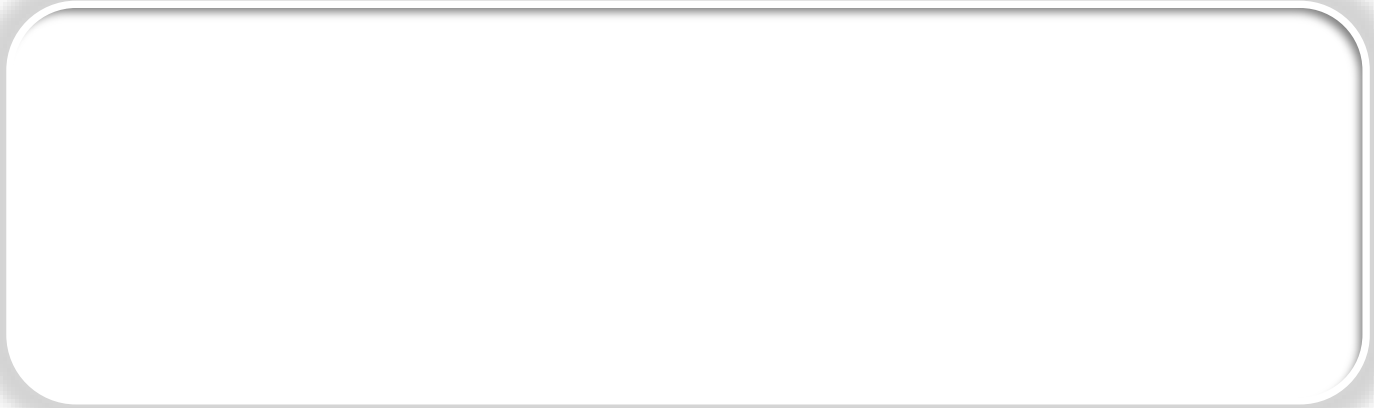
5 – Excellent

S. NO.	Structure	Before Workshop	After Workshop
1	Subject line		
2	Salutation		
3	Content		
4	Conclusion		
5	Signature		
6	Overall Email standard		

Practice Questions (TCS Email writing Questions)

1) Using the following phrases write an email apologizing to Mr. Krishna for over shipped merchandise.

Ordered 3 boxes - 21 Sep - 6 boxes delivered - 30 Sep - apologize - 2 options - 3 boxes billed in a month - arrange to pick up 3 extra boxes - in week - decide - let us know



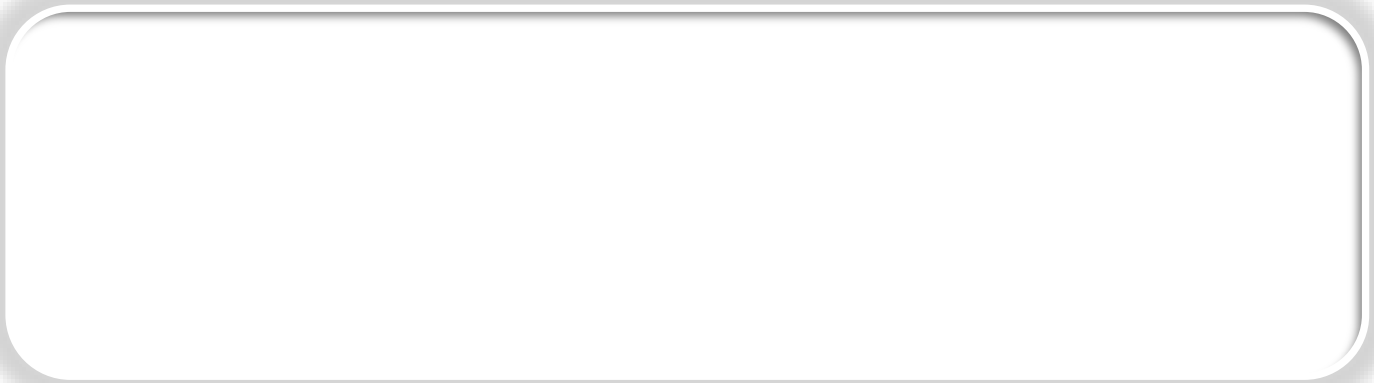
2) Using the following phrases write an email to your Reporting Manager asking her to give you leave for a week.

Leave for week-wife-liver problem-ICU-surgery-in city-emergency-till discharge-no tasks in hand-all handed over



3) Using the following phrases write an email to the bank manager asking him to grant you an educational loan.

bank - education loan - deserving students - further studies – request - grant of loan graduation IIT this year – secured – intend - complete M.B.A circumstances - not permit - me to continue - kindly sanction - know terms and conditions – abide



Practice Questions (TCS Email writing Questions)



4) You are the project leader for a team and plan to take your team out for a movie. Using the following phrases, write an email to your team members informing the same.

At your residence - decided based on the poll result - on Friday - team building activity - Phoenix mall - dinner at Hotel Chevron - will drop - answer the poll immediately - confirm your participation - company cab

5) Using the following phrases write an email to an employee asking him to apologize to the client for his indifference.

Ed - client - called - inform - treated - discourteous manner - telephone call - yesterday - too busy - to find answer to his question at that time - indifferent to his problem - against policy - please customers - content - find solution to problem - call Ed - information requested - apology

6) You are connected to a system which is present on site using remote connection. Using the following phrases write an email complaining about the delayed response of the IT Service team

Working on client machine - on site - remote connection from offshore - issues with connection - It service point - late response - one instance - laptop crash - 2 days - new one - productivity - affected - it service point - on site - need quick response action

7) Using the following phrases write an email to all the employees.

Notice - all employees - new company policy - vacations - Notice - intention - vacation - company - no less than 10 days - prior to - vacation - enable us - employ temporary help - be disruptive to company - cooperation.

8) Using the following phrases write an email to your team members inviting them for team outing.

Customer-awarded-new enhancement-team-getting expanded-new members-suggest-team outing-river-recreation will help-team bonding-half a day-coming weekend

9) Using the following phrases write an email to your Reporting Manager requesting him to give you leave for five days.

Leave for five days-weekend-grandmother-heart problem-left-home town-requested-cousin-inform you-realized-not done-assure-not happen again

10) Using the following phrases, write an email with a minimum of 70 words to the customer Mr. Gill Roy explaining the delay in the project.

Payment processing system - Schedule - 10th May (Friday) - Unexpected power outage - 3 days - Overall delay - 7 days - includes recovery of lost work - will not recur



Points to remember

Phrase	Meaning	
Opening an Email		
<i>I am writing to inform you...</i>	Used for giving information	
<i>I regret to inform you that</i>	Used for giving bad news	
<i>Please accept my sincere condolences.</i>	Used for conveying sympathy	
<i>I am happy/delighted to inform you that ...</i>	Used for giving good news	
Opening a reply to an Email		
<i>With reference to your Email dated</i>	Used for referring previous conversations	
<i>In reply to your Email dated ...</i>		
<i>Further to our meeting last week, ...</i>		
Referring to something in an Email		
<i>Please find enclosed a copy of</i>	Used to refer some attachment	
<i>I would like to draw your attention</i>		
<i>Please find attached / PFA</i>		
Closing an Email		
<i>I would be grateful if you could contact me as soon as possible</i>	Used to end a formal letter	
<i>Feel free to contact me at</i>		
<i>I look forward to hearing from you.</i>		
General Email Salutation and Signatures		
Addressing	Salutation	Signature
Acquaintance	<i>Dear Mr. Jim, Dear Ms. Jane, Dear Mrs. Gill,</i>	<i>Yours sincerely, Your name</i>
Colleague/ work friend	<i>Dear Raj, Dear Julie,</i>	<i>Thanks and Regards, Best wishes, Good luck, Your name</i>
Informal/family member	<i>Dear Ravi, Hi, Greetings Ram,</i>	<i>With love, Cordially, Your name</i>
Group of people (Formal)	<i>Dear all, Dear Colleagues, Dear team, Dear Staff,</i>	<i>Thanks and Regards, Your name</i>