Basics of

Email writing

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Have you sent an email ?

What is your email ID ?

- Keep it short

- Make it pronounceable

- Keep it professional

- firstname.lastname@domainname

- initial.name@domainname

- name.initial@domainname

- name.profession@domainname

- name.degree@domainname

- name.city@domainname

Why Email Etiquette?

- To remain **professional** in company communications. You never know who may intercept your mail.

- Emails that are to the point and **easy to read are more efficient.**

- Helps you create a **good impression.**

- Employees who understand email etiquette are **less likely** to put the **company at risk**.

- Higher possibility of you **getting the response you want!**

Common Mistakes

- Email ID
- Recipients
- Writing a poor subject line
- Not personalising your greeting
- Announcing too much in one message
- Using emoticons
- Copy and pasting
- Forgetting to attach and explain attachments
- Using jargon words
- Failing to use a signature
- Having a poor email format
- Neglecting proofreading

Parts of an email

Subject Line — ① Notes from yesterday's meeting

Sender — ② **Javier Martinez** <jmartinez@silverstargraphics.com>

Recipient — ③ To Me

Carbon Copy — Cc Terry Graham <tgraham@silverstargraphics.com>

Salutation — ④ Good morning Anna!

Email Body — ⑤ Thanks for the clear and helpful presentation yesterday on the new procedures. You answered all my questions and I feel much more confident about the project going forward. Attached are my notes on the presentation if you'd like to pass them along to members of the team who weren't able to attend the meeting.

Closing — ⑥ Thanks again!
Javier

Signature — ⑦ Javier Martinez
Graphic Design Associate
★ Silver Star Graphics

Send ▾ A ✄ 🔗 ☺ ⛁ ▣ ⏱ graphics-presentation.pdf (30K) X ⋮ 🗑

⑧

Attachment

Address

From ▼   tdg-marketing@thedigitalgroup.com

To...

Cc...

Bcc...

Subject

Send

Using the TO Field

- The TO field is meant for the **main recipient(s)** of your email.

- This field should be used to include the recipients who are required to **take action in response** to the email.

- There is **no upper limit** to the number of recipients you can include in the TO field.

- If there are 10 or even 20 people for whom the mail is **directly relevant**, you should include all of them in the TO field.

Using the CC field

- CC stands for **Carbon Copy.**

- CC field to send a **copy of the email** to people just to **keep them in the loop**.

- People you keep in the CC field **are not expected to take any action or reply** to the message.

- In business emails, the CC field is often used to **show the recipient that other important people are aware of** the email and that the email requires urgent action and needs to be taken seriously.

Using the BCC field

- BCC is for **Blind Carbon Copy.**

- To send copies of the email to **multiple recipients**.

- None of the recipients are **made aware of** who else has received the email.

- The BCC field is used when you want to keep the names of the **recipients a secret** to one another and also **protect the privacy** of recipients.

- To send an email to **a long list of people** who do not know each other, such as mailing lists.

Subject line matters
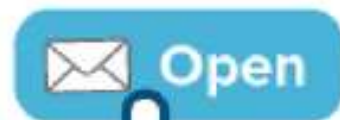
Open — 47% of email recipients open email based on the subject line

Spam — 69% of email recipients report email as spam based solely on the subject line

Subject line

Ineffective subject line	Effective subject line
Hi scheduling…	Project meeting rescheduled to 3pm tomorrow
Help…	Help: I cant find the XXX document
Reminder…	Reminder : Project review document submission
Complaint…	Complaint No: XXXX IFB Washing Machine regarding

Greetings and Salutations

Dear Priya,	If you know the person well
Dear Mr.Aashique,	Employer
To whomsoever it may concern	Business correspondences
Dear Sir/Madam,	Don't know the name
Hello, Hi	Casual correspondence
Dear Nivetha,Preethi and Kavi / Hi all,	Group Emails

Structure

Who you are?
Why you reached?
What is in it for the recipient?
Call to action

Opening phrases

Formal

I am writing to make a reservation…
I am writing to apply for the position of…
I am writing to confirm my booking…
I am writing to ask for further information about …
I am writing with regard to the sale of …
I am writing with regard to the complaint you made on 29th February..
I am writing in reference to/I am writing to
Thank you for your email of 29th February regarding the sale of…
With reference to our telephonic conversation on Friday, I would like to let you know that…

Opening phrases

Informal

Just a quick note to invite you to…
I would like to tell you that…
This is to invite you to join us for...
Thanks for your email, it was wonderful to hear from you.
Thanks for your email, it was great to hear from you.
I wanted to let you know that..
I wanted to tell you about..
I wanted to ask you if…

Reasons for writing

- This letter/ email is to...

- I am writing to...

- I am pleased to...

- Could you please...

- Would you please...

- Please email me...

- Just a quick note to...

- I am sorry to inform you...

- Unfortunately...

- I'm sorry about...

- I apologise for...

Closing phrases

- Please contact me again if you need any more information.

- If I can be of any further assistance, please do contact me again.

- Let me know if you need anything else.

- I look forward to hearing from you.

Attachments

Signature

- **Formal (business):** Yours sincerely/Sincerely.

- **Semi-formal:** With best regards/With kindest regards/Warmest regards.

- **Informal:** Regards/Kind regards/Best regards.

- **Personal:** Yours truly/Cheers/Love.

Structure

Salutation
Opening Phrase - Purpose
Content
Call to action
Reply expected
Closing Phrase
Signature

Formal email vs informal email
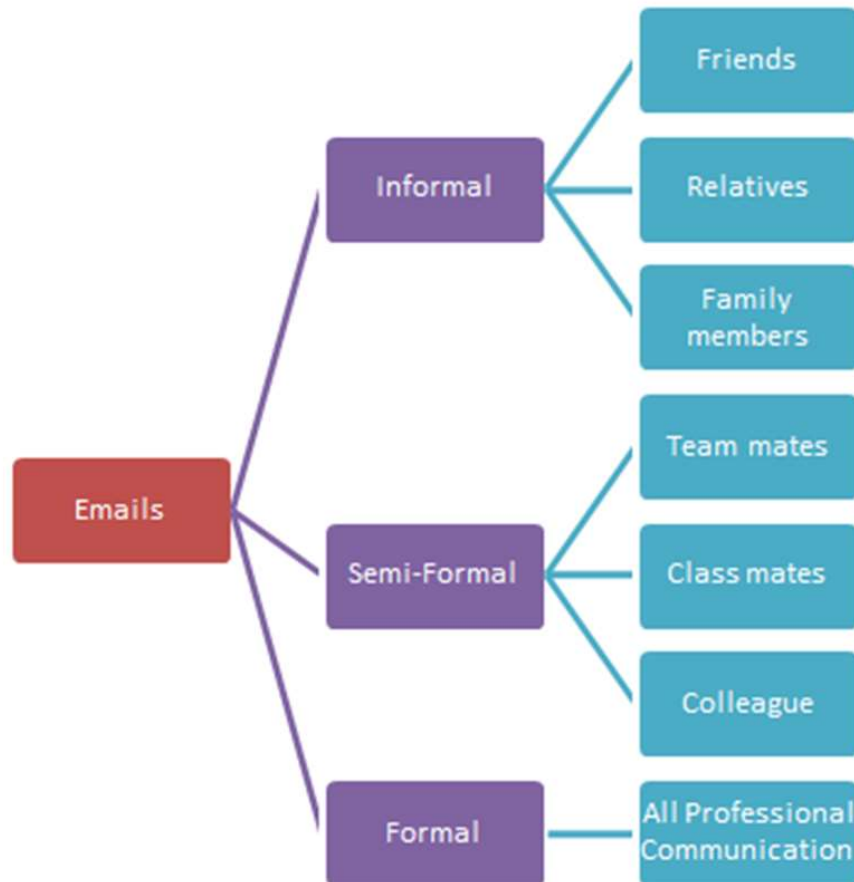
Informal email vs Formal email

Informal mail	Formal mail
Casual tone and short sentences	Serious tone and longer sentences
Can use expressions like that's cool, can't wait	Avoid colloquial expressions
Can use contractions like can't, won't	Better to use cannot or will not
Can use abbreviations like BTW,LOL	Better to avoid abbreviations
Grammar, vocabulary, punctuations are not of much importance	Pay attention to grammar, vocabulary and punctuation
No particular structure	Use a proper structure

Formal Email	Semi-informal Email	Informal Email
Dear Mr. Karthik, I am writing to inform you that your company email account is ready to be used. If you have any further doubts do not hesitate to contact us. Sincerely, Usha Designation Company name	Dear Karthik, Your company email account is ready and you can start using it now. Please let me know if you have more questions. See you soon, Usha	Hey! You told me you wanted a company email so now its ready. Tell me if you need anything else. Bye, Usha

Instead of	Use
Sorry for the delay	Thanks for your patience
No problem/No worries	Always happy to help
We are not happy with the services	We are not satisfied with the services
We would like to tell you	We would like to inform you
Awaiting your quick revert	I would appreciate a reply at the earliest
Please don't forget	I would like to remind you
Should I send it by EOD?	Would you like me to send it by the end of the day?
Just wanted to check in	When can I get an update?
Hope that makes sense	Let me know, if you have any questions
Sorry! My bad missed it	Appreciate you letting me know. Have updated the same!

Instead of	Use
I'm busy	Can we reschedule?
I don't understand	Can you please clarify?
Could I possibly leave early?	I will need to leave for___ at _____.
I think may be we should	It would be best if we__
I am sorry to tell you that	I regret to inform you that…
Just a note to say	I am writing to inform you
Have sent the file	Please find the attachment below/Please find enclosed files/I have attached the file for your reference
Is it okay for you?	I appreciate your assistance.
The meeting was put off.	The meeting was postponed.

Instead of	Use
Please do the needful	Please attend to this matter
As per my last email	As mentioned in my last email
Please send the work today only	Please send the work by today itself

Email like a Pro!

Job application email format

<u>Subject: <Your Name> – Job Title, Job Reference Number (mentioned in Job Description)</u>

Dear Mr./Ms. <Hiring Manager's Name>,

I recently came across a job on your portal, that I am interested in applying for. The position of Software Engineer at ABC Company (Job Ref. No.) and its requirements completely match with my skills and qualifications.

I have recently graduated in Software Engineering from XYZ College and I am currently looking to apply my knowledge and skills in an organization of repute like <Company Name>.

As a qualified Software Engineer, I am adept in application development & enhancement and believe that will prove to be an asset for the company.

Please take a minute to go through the attached cover letter and CV for your consideration. It would be a pleasure if I can hear back from you regarding my job application for <Company Name>.

 Sincerely,
<Your Name>
<Contact Number>
<Address>
<Email Address>

Job offer acceptance email format

Subject line: <Job position >– Job Offer Acceptance – <Your name>

Dear <Name of the person who sent the offer mail>

This is with reference to your job offer letter dated ----------------. I appreciate your offering me the position of -------------------------- in your reputed organization. I am extremely delighted to accept this offer and look forward to joining the company on ----------------.

As mentioned in the offer letter, my CTC will be ----------------per year. I understand that the company will cover the cost of my family's health insurance plan and our annual family vacation.

Feel free to reach me on +91-XXXXXXXXX or -----------@gmail.com should you require any additional information.

Thank you again for giving me the opportunity to be a part of your team.

Yours sincerely,
<Your name>

Complaint email format

1. Starting and Greeting

2. Explain your problem (Why are you complaining?)

3. Write about what you have done to resolve it (optional)

4. Attach copies of supporting documents (What evidence do you have?)

5. How would you like to resolve the issue?

6. When/how do you want them to respond?

7. Finish the email

Never forget!

- Email address
- Subject
- Salutations and closings
- Font style and colour
- Simple language
- Paragraph spacing
- Email content
- Writing style
- Tone and punctuation
- Signature
- Attachments
- Proofreading

QUIZ TIME

Which sentence do you think is most appropriate in professional communication?

(A) Thank you so much.
(B) Thank you so much!!!
(C) Thanks much!
(D) Thank you sooooo much ☺

Which one of the following pass for professional salutations in email?

(A) Hey guys, Hello what's up?
(B) Yo, Hi folks
(C) Dear, Hello, Hi
(D) All of the above

How will you make sure you are sending clear cut, polite, and professional emails?

(A) Using spelling and grammar check
(B) Proofreading twice
(C) Using a proper subject line
(D) All of the above

Can you send an email now?