

Why do we write Email?

E-mails are the most popular written form of communication preferred in the corporate world. This makes it important for one to grasp all skills needed to draft a good email. But why do we need to perfect this skills? Here are a few reasons:

1. **To Maintain Business Relations.**
2. **To Elevate your Reputation**
3. **To Keep a Record of Communication**



Formal or informal Email?

Formal	Informal
<ul style="list-style-type: none"> An email to a customer A job application An email to your manager A complaint to a shop An email from one company to another company 	<ul style="list-style-type: none"> A birthday greeting to a colleague An email to a colleague who is also a good friend A social invitation to a friend at your workplace An email with a link to a funny YouTube clip A message to a friend on a social networking site

Format of an Email

From : Sender's email ID
To : Recipient's email ID
CC: Other individuals receiving the same mail with visible ids
BCC: Other individuals receiving the same mail with invisible ids
Subject: Title or the reason for writing the mail
Salutation: Words like Dear, Respected, Hi, etc
Main body: The main content of the mail <ul style="list-style-type: none"> • Introduction • Matter in detail • Conclusion
Closing: Ending statement
Attachments: Attached files
Signature: Sender's name, designation and contact information

Subject

The purpose of Subject is to inform the receiver about the contents of the email.

□ Here are few points to keep in mind while writing the Subject of the mail:

- o Keep the Subject short but informative.
- o Don't use all CAPS while writing the subject line.
- o Don't send a blank Subject Line.
- o Don't send an unrelated subject; the subject must match the contents of the mail.
- o Use the prefix Urgent for emails which require the Receiver's urgent attention.

□ Here are few examples of some subject lines:

- o Action Oriented: Prepare a Presentation for Client Meeting on 20 June
- o Information Oriented: Update from today's team meeting.

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Body

The body of the email consists of the following:

- o Salutation
- o Actionable Items (Main Message)

□ What is the main message of the email?

- o Give a background summary if the receiver is completely unaware of the contents of the email.
- o Use a professional font such as Calibri or Arial while writing emails.
- o Organize the key points in bullets and close the email with next steps for the receiver.
- o If you are sending any attachments along with the mail, explain to the receiver what it is.
- o Keep your message brief. Don't write very long messages and focus on communicating to the point.

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Acceptance of Job Offer

To: XYZ

Subject line: (Your Name) – Offer Acceptance

Dear (Hiring Manager or Supervisor's Name),

Please accept this email as my formal acceptance of the offered position as (position) with (company). I thank you for the opportunity, and I look forward to applying my skills to the position.

As the offer letter displays and as we previously discussed on the phone, I accept the starting salary of (offered salary) with the availability of benefits after.

I look forward to beginning work and meeting the team on (start date). If you require any additional information from me before then, please let me know. You can reach me by phone at (your phone number) or by email at (your email address).

Thank you again for giving me the opportunity to demonstrate my value to the team.

Sincerely,
(Your Name)

Common Abbreviations

- **FYI:** For Your Information
- **WSR:** Weekly Status Report
- **POR:** Purchase Order Request
- **FTF:** Face to face
- **EOM:** End of Month
- **EOD:** End of Day
- **PFA:** Please find attached (when sending attachments with email).

Common Mistakes

- Sending your mail without a subject line
- Not re-reading your mail before you hit send.
- Using coloured fonts in a professional email.
- Using short forms or slang language (For e.g.: 'u' instead of 'you', 'y' instead of 'why', 'r' instead of 'are', etc.)
- Using different font throughout message content
- Committing grammatical errors and spelling mistakes.
- Writing a Lengthy E-mail
- Repeating words