

EEW-Review

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Layout

Content:

- Salutation
- Body
- Closing
- Signature

The diagram illustrates the layout of a letter within a rectangular frame. It uses horizontal dashed lines to define the structure of the text. The layout is organized into four distinct sections, each corresponding to an item in the 'Content' list:

- Salutation:** Represented by a single line of dashes at the top left of the frame.
- Body:** Represented by a block of four lines of dashes, positioned below the salutation.
- Closing:** Represented by a single line of dashes, positioned below the body text.
- Signature:** Represented by a single line of dashes at the bottom left of the frame.

The dashed lines are left-aligned, showing the typical placement of these elements in a formal letter.

A clear subject



- Don't leave "Subject" as blank
- Make the subject as concise and concrete as you can
- Ensure any confidential/sensitive/offensive information are not shown in "Subject"

SOFAR Strategy

S alutation

Dear Mr/Mrs/Ms/Miss...

O pening

Background + Purpose

F acts

Reader's Information

A ction

Reader's Response

R emarks

Polite Closing

Mistakes

- Bst Rgrds,
- REGARDS
- Truly yours
- Thanks and best regards



Opening

The Opening includes two parts:

◆ the background

- referring to previous contact with the reader or introducing a situation

◆ the writer's purpose

- to inform someone about something
to request someone to do something

Common used sentences:

➤ I'm writing to ...

➤ I would like to...explain / request...

Some of the verbs you can use: **announce, complain, confirm, explain, inform, notify, propose, request and suggest.**

Facts and Actions

◆ Provide all the information your reader needs so that they can:

- understand your purpose completely
- respond appropriately

◆ Remember: only one main idea per paragraph

If you have a lot of information for the reader, write several paragraphs in this section.

REMARKS

- When writing to customers, you want to end politely and positively.
-

- Examples:

- I look forward to hearing from you.

I hope this information is useful.

Please contact me if you have any questions.

Please let me know if you have any concerns.

Frequently Used Abbreviations

- In business English, most abbreviations have the fixed meanings.

ASAP

as soon as possible

IMO

In my opinion

BTW

By the way

FAQ

Frequently asked questions

FYI

For your information

Certain patterns of main message

- ✓ Requests
- ✓ Follow-up emails
- ✓ Reminders
- ✓ Apologizing



Requests

*A request is a message **asking** the receiver **to do** something.*

① I would be grateful if you could _____.

② I would appreciate it if you could _____.

③ Could you please _____.

④ I am writing to apply for _____.

- **Emphasize the deadline**

- Polite formula: "at your earliest convenience"
"as soon as possible"

- Specific type: "before Thursday"
"in two days"

- **Offer specific information**

- Could you please give me a call tomorrow?

- Contact me by email or fax next Monday.

Subject: Requesting gerber files of NO. 6789

Dear Mr. Jack,

I'm a member of ME department of SME. At present, I'm in charge of manufacturing process of NO. 6789.

Could you please offer us the gerber files of this type before next Wednesday?

Thanks for your support to our factory all the time.

Best Regards,

John

Follow-up emails

- State immediately that the email is a follow-up. Restate your original message and request.
- ❖ Per your requirement _____,
- ❖ As you requested _____,
- ❖ As our decision _____,
- ❖ As we discussed _____,
- ❖ With reference to _____,
- ❖ Further to our telephone conversation, _____

Reference

- **As + (subject) + mentioned...**
 - As I mentioned in my last e-mail, the staff are becoming restless.
 - As you mentioned, this week's meeting will be about the project in Hawaii.
- **As + (subject) + requested,...**
 - As you requested, I am attaching the file in Microsoft Word (MS Word).
 - As Lucy requested, the party will be at her home.

- **As we discussed, ...**

- As we discussed, my teammate will prepare the drawings.
- As we discussed last week, I'm scheduled to arrive in Paris this Saturday evening.

- **As + (verb)...**

- As laid out in my last memo, the new store hours will be from 8 AM to 11 PM.
- As Tim said yesterday afternoon, during our brief meeting, we will send out the press release tomorrow afternoon.

Example

- **Subject: Re: MEETING UPDATE.**

Hello Mason,

As we discussed in the meeting last week/As a follow-up to our meeting last week, we have prepared well the test vehicle and material except for electronic conductive adhesion.

Could you send us some sample for test as soon as possible.
Any thing need we do, please feel free to contact with us.

Thank you very much.

Best Regards,
Chris Yao

Exercise

Request: technical parameters of your new products

Background :Tom has visited our factory last week

Dear Tom,

Further to your visit to our factory last week

_____, I'm pleased to discuss with you about the new type of HDI your company need.

I would be grateful if you could

_____ offer me the technical parameters of your new products. And we are honored to invite you to attend the seminar about high-end HDI technologies held in our company on 12th May next month.

Looking forward to hearing from you!

Yours faithfully,

Brady

- In some cases, your follow-up emails maybe either express thanks or request again:

➤ If you get reply in time, you should be thankful:

- ① Thank you for your information about _____.
- ② We were very pleased to cooperate with you on _____.

➤ If you don't get reply, you should require again:

- ① I can understand(how busy you are as...)_____.
- ② Could you let me know the status of _____.

Exercise

- *Request again*
- *Request: technical parameters of your new products*

Dear Mr. Tom,

I can understand how busy you are especially this time of the year.

However, I would really appreciate it if you could send *the technical parameters of your new products* to me so that we can discuss about the cooperation between your company and our factory .

Best regards,

Brady

Reminders

- State up the item you wish to remind the reader

① Just a reminder to you that _____.

② Just a note to confirm you will be _____.

③ I'm just writing to remind you of _____.

- Key words
 - date, time, place,
 - purpose, topics of concern
 - deadlines

Exercise

➤ REMINDER: seminar about high-end HDI technologies on 12th May

Dear Mr. Tom,

I'm just writing to remind you that we will hold a seminar about high-end HDI technologies on 12th May next month. Would you please phone me before May 6 if we can count on you to participate?

I look forward to hearing from you!

Yours faithfully,

Tom

Apologizing

In case of postponing, changing, missing something.

- ① I regret that.....
- ② I am afraid that.....
- ③ I apologize for that.....
- ④ Unfortunately,.....
- ⑤ It was a pity.....



Apology

- **I apologize for + noun**
 - I apologize for the delay of your shipment
 - I apologize for my behavior yesterday
- **I apologize for (v+ ing)**
 - I apologize for not replying sooner
 - I apologize for sending you the wrong order

- **I am sorry about + noun**

- I am sorry about the inconvenience my staff may have caused you.
- I am sorry about the late reply.

- **I am sorry for (v+ ing)**

- I am sorry for calling you during your dinner last night.
- I am sorry for sending you the wrong information last week.

Exercise

➤ Apologizing: late reply

Hi Brady,

I apologize for not replying sooner to you. Unfortunately, I cannot offer you the parameters of our new products, which are business secrets kept in our company.

If you have any other questions, contact me by phone below immediately.

Best wishes,

Tom

Conclusion

- Format of an email
- SOFAR Strategy
- Certain patterns of main message



Thank you !