Effective Email Writing

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Aims & Objectives

- Think critically about and relate better to your reader's purpose or response
- Recognize and understand good structure
- Ensure a logical flow in your emails
- Use clear business writing style
- Use good soft skills in your emails

Session 1 - EEW Writing Process

Session 2 - Professional Email Writing

Content

Session 3 - Soft Skills for EEW

Session 4 - Effective Expression & Case Analysis

Part 1- EEW Writing Process

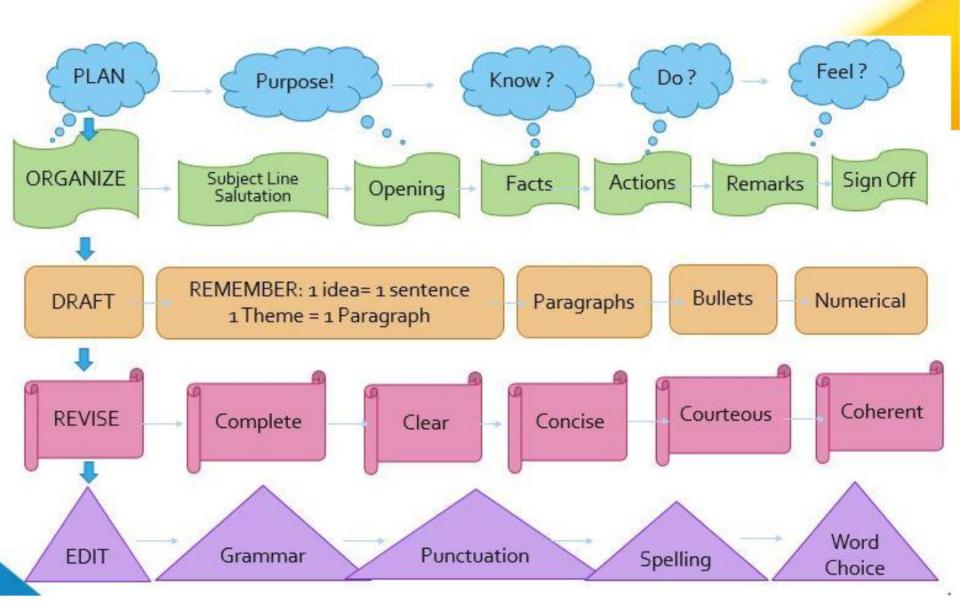


Layout

Content:

- Salutation
- Body
- Closing
- Signature

PODRE



Section 1 Planning

Why

• Determine writing purpose

Who

Analyze audiences What

 Organize information How

- Choose
- tone/
- style/
- format

Writing Purposes Examples

- **≻**Appreciating
- ➤ Gathering Information
- ➤ Providing Solutions
- ➤ Confirming Information
- ➤ Following Up
- ➤ Apologizing
- > Reassuring/Comforting Customers
- ➤ Asking for Suggestions/Help

...

Exercise

Instruction: Match the verbs of purpose with their corresponding fragments by writing the letter for each verb next to the post.

I noticed you have a problem using Office 365 professional. I am not very sure what your problem is, could you please answer the following questions:

- · When did the problem start happening?
- Do you have problems accessing your Office 365 email account?

2.<u>C</u>

It seems you are having an urgent issue accessing VS 2010. For urgent service requests, please contact phone support at 1-800-3535. A new thread will be opened to support you moving forward.

3._<u>D</u>_

I'm sorry for the delayed response due to the weekend. Please note, our working hours are Monday to Friday, 9-5pm, EST.

4. <u>A</u>__

We really appreciate your contribution to this forum. You really helped us resolve our issue with email migration from the Hotmail to Office 365 server.

Verb choices:

a. Express gratitude b. clarify details c. escalate an issue d. apologize

Section 2 --- Organization: SOFARS

Subject and Salutation greet your reader(Hi/Dear xx,)

Opening background + purpose (≤ 2-3 sentences)

reader's information and what your reader needs (solutions)

Action

Remarks(closing)

polite closing: leave your reader with a positive, personal impression of you

Sign-off the final statement or phrase before your name is listed

1. S——Subject line and Salutation

Subject Line:

- Main indicator of importance of the email
- Reflection of your writing purpose
- Less than 10 words
- Capitalization

The first and last words of titles and headings should be capitalized. So should all the other

words **EXCEPT**:

- 1. Articles: a/an/the
- 2. Coordinators: and/or/but/for/not/so/yet
- 3. Short Preposition: in, on, of

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"

Exercise 1

- David will visit China and attend a technology conference in Shanghai. During his stay there, he will also visit 2 local clients for product demo. 5 days prior to his arrival, one of the client visit has been cancelled. In addition, he will also check in another hotel since the formerly booked one is not available anymore. As David's counterpart in China, you need to inform David about this.
 - A. Write David an email about this with the subject "Travel Update"
 - B. Write David an email about this with the subject "Two Changes in Your Shanghai Itinerary"
 - C. Write David an email about this with the subject "Urgent-Two Important Changes in Your Shanghai Itinerary"
 - D. Write David an email about this with the subject "Urgent-Two Important Changes in Your Shanghai Itinerary". If David doesn't reply in 24 hours, call him to confirm receipt of my email.

Exercise 2



> Subject:

Richard's monthly salary increase of 25% effect from May 1st

Questions:

- 1) Is this email subject appropriate?
- 2) What else should NOT be included in an email subject?

Practice for writing a subject line

Hi there,

Since we'll have to report ABC project to Microsoft, the get-together lunch with our VP has to be rescheduled to Friday (12/19) at 1pm instead of Thursday (12/18) at 12pm.

Regards, Yujie

Salutation:

- To greet your audience
- Effective form: Hi XXX, / Dear XXX, / Hello XXX,

Dear	Very formal.
	Used when you do not know the person you are writing to <u>OR</u> when you are very well known to the person you are writing to.
Hello	Informal.
	General greeting that is suitable for all situations.
Hi	<u>Informal.</u>
	More informal than "Hello". Used when you are friendly / well known to the person you are writing to, or if the situation is not formal.

Examples of "Dear":

"Dear Sir" (don't know the person)

"Dear Ann" (first time you're writing to the person)

"Dear Father" (well known to the person)

Examples of "Hello":

"Hello Bob" (don't know the person)

"Hello Ann" (first time you're writing to the person)

"Hello Jim" (well known to the person)

Examples of "Hello":

"Hi Bob" (well known to the person)

"Hi Ann" (informal situation)

Exercise

Instruction: Please write appropriate salutations for the following recipients.

Kevin Brown: a friend of yours

Serena Zhang: your superior

Linda Sun: your colleague

Operation Team: Unknown Team

- 2. O——Opening:
- Pleasantry
 - -Initial small talk/welcome
 - -Thank the customer
- Connect with your reader
 - -Introduce yourself
- State your purpose
 - -Come straight to the point
- Be no more than 2-3 sentences

- ☐ Common used sentences:
- ➢ I'm writing to ...
- ➤ I would like to...explain / request...
- Some of the verbs you can use: announce, confirm, explain, inform, notify, propose, request and suggest.

Certain patterns of main message

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



Requests

- ☐ A request is a message asking the receiver to do sth.
- 1 would be grateful if you could ...
- 2 I would appreciate it if you could ...
- (3) Could you please ...
- 4 I am writing to /I'd like to apply for...

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, ...



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 ...



Apologizing

In case of postponing, changing, missing something.

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



Exercise:

- Read the two situations below and write an appropriate opening for each of them.
- Situation 1: You are replying to a customer who called this morning asking for details about opening a new account.
- Situation 2: You are replying to a customer's letter that you received yesterday. He would like to know why delivery of his order is late.

Example 1:

Hi Susan,

Thank you for contacting Microsoft support. My name is Lee and I will be assisting you with this service request.

Example 2:

Dear Brian,

Thanks for your reply.

Example 3:

Dear James,

I'm sorry for the delay.

Example 4:

Hello Albert,

This is Lee from Microsoft support. How are you?

Example 5:

Hi Travis,

Thanks for getting back to me. It's great to hear that Excel now works properly!

Example 6:

Hi Tracy,

It's great to hear from you again. I hope you had a great vacation!

Exercise

Effective Vs Ineffective Opening

- I would like to come to your office at 3 pm and talk about our plan for next week.
- It has been a while. How is life treating you? I miss you so much. I would like to let you know that I have a task for you which is ...
- I am writing to invite you to our English Corner this afternoon at 1:30 pm in the Conf RM2609.
- How are you doing? How is your family? How is your pet? I was wondering if you can do me a favor about......

3. Facts: The problem you have or want to clarify

4. Actions: The essence of an email as per dealing with an issue

- Use numbers/bullets for sequencing.
- Be consistent with tenses, format & structure

The main body of the email contains one or more of:

- Explanations
- (Troubleshooting steps)
- Solutions
- Updates
- Recommendations
- Etc.

'Main body'

CLOSING

At the start of the main body, you should usually include a paragraph referring to the customers previous email.

Example:

According to your previous email, you completed everything except Step 3, where you received a permissions error. If I have misunderstood, please let me know.

5. Remarks/Closing:

The section to leave your reader with a positive, personal impression of you

6. Signature/Sign Off:

The final statement or phrase before your name is listed at the end of an email.

- To supervisor or show respect: Best regards, Best wishes, Sincerely, Cheers,
- General: Regards, Thanks,

Closings will consist of one or two of the followings:

- Very brief reminder of what customer needs to do
- Keep the door open to the customer
- Thank the customer

OPENING

'Main body'

CLOSING

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.

Example 1:

If anything is unclear, don't hesitate to get in touch. I look forward to your reply.

Regards,

Lee

Example 2:

Please try my suggestions and let me know the result. Have a nice day!

Regards,

Lee

Example 3: (last email to customer ONLY)

It's been a pleasure working with you. Thank you for choosing Microsoft!

Regards,

Lee

Situation	Business emails	Friends and the like
To superiors or to show respect	Best regards, Best wishes, Sincerely, Cheers,	All the best! Take care! Good luck! (specific situations)
General	Regards, Thanks,	Warmly,
Universal Have a nice day! Have a good day! Have a great weekend! Happy Holidays! (DO NOT use specific holiday names!)		

In most cases, "Love," "sincerely yours," "truly yours" are not encouraged to be used.

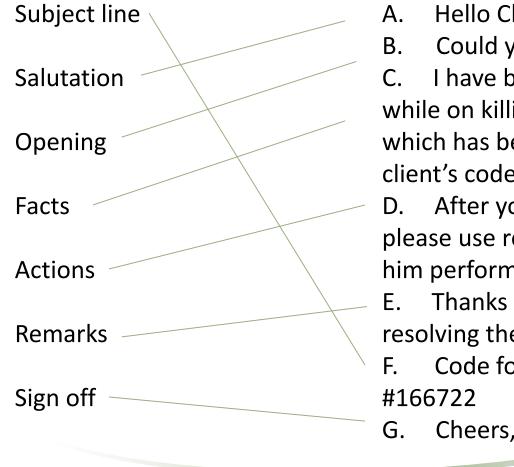
Mistakes

- Bst Rgrds,
- REGARDS
- Truly yours



Exercise

Instructions: Match each sentence with its correct writing process name in the correct order.



- Hello Chris,
- Could you do me a favor?
- I have been working for a while on killing a bug #166722 which has been interfering with a client's code.
- After you send the code, please use remote desktop to help him perform the process.
- Thanks again for your help resolving the issue
- Code for killing a bug
- Cheers,

- There are 10 sentences and 3 other parts of a letter below. Please arrange them in the correct order (1-13).
- (1) Best Regards,
- (2) May I suggest that you contact Mr Ong directly.
- (3) I am sorry that I was not in the office when you rang.
- (4) We do have a branch in Singapore.
- (5) I hope this information is helpful.
- (6) Hi Mr Rushford,
- (7) The address is 54 Liu Fang Road, Jorong Town, Singapore.
- (8) Alex Ribero
- (9) I am pleased to provide the information you requested.
- (10) The manager is Mr David Ong
- (11)He can provide you with the financial advice you are seeking.
- (12) Thank you for trying to contact me by phone yesterday.
- (13) His telephone number is +65 535 1234.

Answer:

Hi Mr Rushford,(6)

Thank you for trying to contact me by phone yesterday.(12) I am sorry that I was not in the office when you rang.(3)

I am pleased to provide the information you requested.(9)

We do have a branch in Singapore.(4) The address is 54 Liu Fang Road, Jorong Town, Singapore.(7) The manager is Mr David Ong(10) May I suggest that you contact Mr Ong directly.(2)

His telephone number is +65 535 1234.(13) He can provide you with the financial advice you are seeking.(11)

I hope this information is helpful. (5)

Best Regards,(1)

Alex Ribero(8)

Set-phrases for opening

- As you requested, ...
- Regarding the ...
- In your Email, you mentioned ...
- As per your query/request about ...
- Regarding your request/enquiry/suggestion about ...
- As you mentioned in your Email, ...
- As we discussed, ...
- Per our discussion, ...
- Further to ...

Set-phrases for remarks

- If you have any other concerns, please feel free to let me know.
- If you require further assistance, please feel free to contact me at any time.
- If you have any further questions or concerns, please ...
- If you have any problems, don't hesitate to contact ...
- You could contact me if there are any problems.
- Feel free to contact me at any time.
- I look forward to hearing from you soon.