

**Writing Emails in English**



**Starting the e-mail**

- Hi Samuel!
- My dear father...
- Dear Alex...
- Hello Michael...
- Dear Mr, Mrs, Ms...

**Opening sentence**

- How are you?
- How's life treating you?
- How's life?
- How are things?
- Any news?
- Anything strange?
- What are you up to these days?

**Giving news**

- Guess what, I've...
- I've got some good news my friend.
- Great news Mary, I've...
- Unfortunately, I've got bad news
- I'm afraid I have some bad news ☹
- Bad news Mary ☹

**Closing sentence**

- Well, that's all for now
- I'd better get back to work here
- I must go
- Looking forward to...
- Take care
- All the best
- All my love

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# Writing E-mail



# What is E-Mail?



- ▶ Text-based mail sent via the computer from one person to another.
- ▶ It is one-to-one or one-to-Many and almost Free.
- ▶ The e-mail now is an official statement.

# How to Make an Effective E-mail?

- ▶ Selecting Your Audience Correctly.
- ▶ Composing Your Messages carefully.
- ▶ Make the subject meaningful.
- ▶ Keep each message short and clear.
- ▶ Start each message by stating its purpose/context.



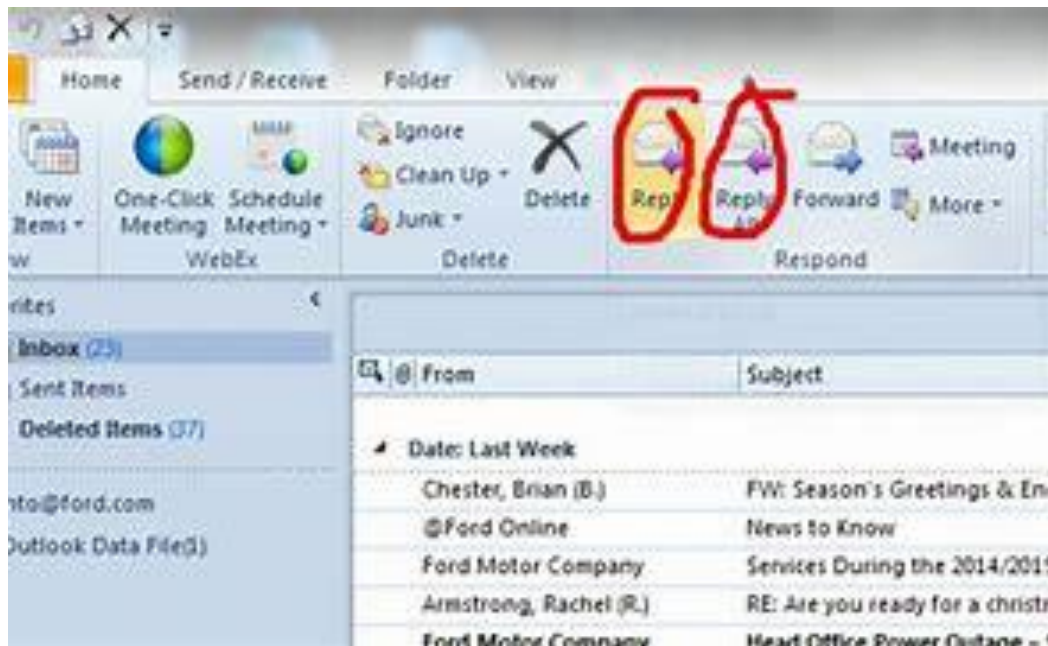
# Few common-mail habits that cause problems

- ▶ Changing the topic without changing the subject.
- ▶ Including multiple subjects.
- ▶ Misaddressed recipients.
- ▶ Displaying addresses of recipients who are strangers to each other.
- ▶ Replying vs. forwarding.



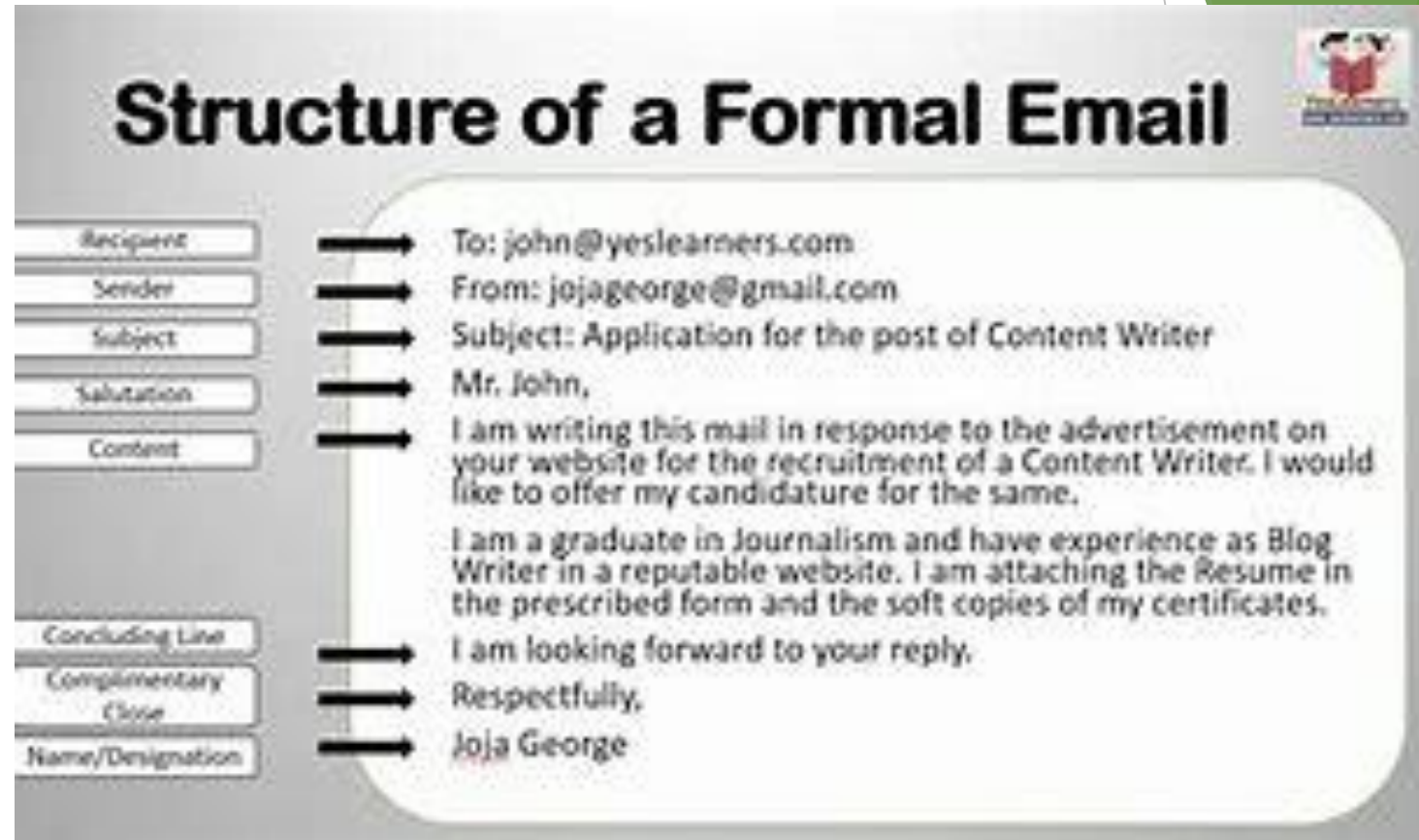
# Reply vs. Reply all

- ▶ Whenever you receive an e-mail and you want to reply to a person who mainly sent you the e-mail, you should click on “reply” not “reply all”. You can do this simply by clicking on the arrow as shown in the picture.



# Structure of E-Mail

- Addressing/recipient
- Subject
- Message Text
- Attachments
- Signature





# Addressing



- ▶ It's the address of the recipient
- ▶ Use CC if you need to send a copy for info. to someone else.
- ▶ Use BCC to protect Email addresses unless everyone knows each other
- ▶ Update address book/ contacts



When user type a letter into "To, CC or BCC" field, it shows a list of email address from outlook's cache which was created earlier in this computer.

# Subject

This is a short phrase that summarizes the reason for your message or the goal of your communication. It is important to include a subject line when sending a professional email so your audience knows exactly what to expect and is able to locate the message easily if needed. For example:

“Follow Up: Product Presentation”

- ▶ Detailed headline for the message makes easier to handle of e-MAIL
- ▶ Avoid sending e-mail with No subject

## Ineffective subject lines

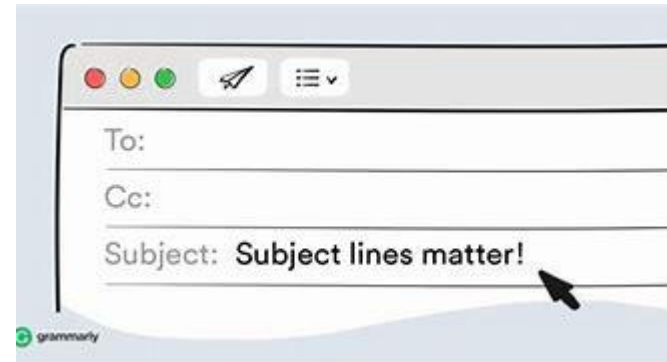
- ❖ Hi
- ❖ questions
- ❖ Meeting
- ❖ One more thing.....
- ❖ Some thoughts

## Effective subject lines

- ❖ Party planning meeting rescheduled for 3pm
- ❖ Help: I can't find the draft for the Smith Paper
- ❖ Reminder: peer-review articles due tomorrow (3/30)
- ❖ Questions about Sociology 210 project/ Question about Smith paper
- ❖ Congratulations to Jennifer for winning Nobel Prize

## Tips:

- ▶ Change subject lines when necessary (Re: Re: Re: [Fwd: [Fwd:





# Greeting

- ▶ To start an email, you should begin with a greeting. You might do this in a variety of ways depending on your reason for writing and who you're writing to.

## Email greeting examples

- ▶ Here are several examples of greetings you can choose from to start your email. Be sure to select a greeting that applies to your audience and reason for writing:

### When writing to one or two recipients:

- ▶ Dear [Name],
- ▶ Dear [Name] and [Name],
- ▶ Hello [Name],
- ▶ Hi [Name],

### When writing to three or more recipients:

- ▶ Hello everyone,
- ▶ [Group or team name],
- ▶ Hi team,
- ▶ Hello all,
- ▶ Hi there,
- ▶ Good morning,
- ▶ Good afternoon,
- ▶ Good evening,
- ▶ Dear all

### When you are unsure of the recipient's name:

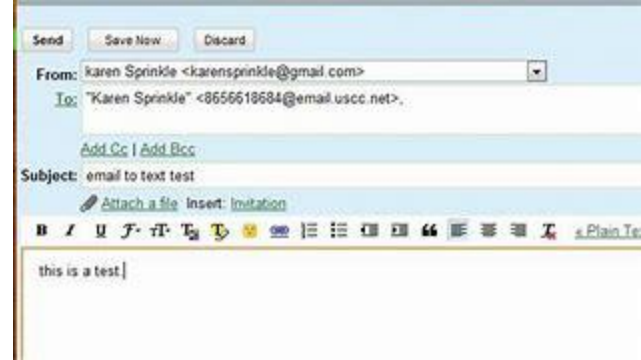
- ▶ Dear Sir,
- ▶ Dear Madam,
- ▶ Dear Sir / Madam,
- ▶ Hi,
- ▶ Hello,
- ▶ Dear HR Manager,
- ▶ Greetings,

# Message Text / body

- ▶ Just like the body of a letter, this is where you'll share your full message. For example:

*"Thank you for attending the new product presentation this afternoon. I've attached a video file of the full recording so you can share it with your team. Please let me know if you have any questions."*

- ▶ Keep the message focused and readable
- ▶ Keep it short
- ▶ Brevity and clarity
- ▶ Use paragraphs
- ▶ Break into paragraphs; skip lines between
- ▶ Avoid fancy fonts
- ▶ Avoid abbreviations in formal e-mails **Ex.** ASAP - TKS - RIP
- ▶ Use \* \* to highlight text if you must
- ▶ Write in standard professional English with Capitalization and correct spelling
- ▶ Identify yourself clearly to new contacts. - Hello, I am...The reason I am writing... - Hello, so-in-so suggested I contact you...



# Closing

- ▶ This is the last line of your email before your signature and should wrap up your message.
- ▶ This is also where you may repeat/ restate any requests you've made in the body of your message.
- ▶ For example:

*"I look forward to speaking with you on Wednesday. Thanks again!"*

**The Closing**

- The Closing: In the closing the first word is capitalized and you put a comma after the last word.

Some examples of closings are: Sincerely, Your friend, Love, Very truly yours,

**Closing** →

**Sample Email:**

555 Bluebird Street  
Ottawa, Ont  
January 1, 2004

Dear Susan,

I hope you will be able to come and visit next month. We are planning a special visit to the museum. My mom will call your mom later this week to make all arrangements. Be sure to bring your swimout when you come! We're planning an afternoon trip to the lake.

Your friend,

# Attachments



- ▶ Use carefully.
- ▶ Cut and paste relevant parts of attachment into text of Email.
- ▶ Use URL links instead.
- ▶ Upload attachments to website and cite URL.
- ▶ <http://www.scribd.com/> is a free service.

## Examples:

- ▶ Please find attached
- ▶ Kindly find attached
- ▶ Herein attached

# E-mail Signature

- ▶ The signature is where you identify yourself by name, title and any other information relevant to your communications. Most email programs all set a fixed signature that's automatically added to the end of every email you send.

*“Sincerely,  
Jillian Jones  
Senior Software Engineer  
ABC Company, Inc.”*

- ▶ Use an appropriate signature
- ▶ Brief (4-5 lines)
- ▶ Informative provide all contact information
- ▶ Professional do not include pictures, quotes, animations



# Some other important aspects



- ▶ All laws governing copyright, defamation, discrimination & written communication also apply to email.
- ▶ Password recovery methods.
- ▶ Never include personal or financial info in an Email
- ▶ Install a good security suite on your personal computer
- ▶ Use strong passwords
- ▶ Have a separate free Email account for newsletters, white paper registration, etc.
- ▶ Delete browser history, cache, cookies, user ids and passwords after using a public Internet connection
- ▶ Back up your Email.



# E-Mail Overload Management



- Problems from E-mail Overload that it takes longer to find a specific message.

## Ways to manage E-mail Overload

- Choose your service provider wisely
- Do Inbox CHECK on a regular basis
- Organize Email into folders
- Review and clean out folders periodically



# Six steps for writing professional emails

- ▶ If you're not sure how to start an email, these six steps can help you craft a professional message:



# 1. Identify your goal

- ▶ Before you write an email, ask yourself what you want the recipient to do after they've read it. For example, if you want the recipient to review a report you've attached, let them know what the report is, why you need them to review it, what sort of feedback you need and when you need the task completed.



## 2. Consider your audience

- ▶ When you compose an email message, make sure your tone matches your audience. For example, if you're emailing a business executive you've never met, keep the email elegant and free of any jokes or informalities. On the other hand, if you're emailing a colleague with whom you have a good relationship, you might use a less formal, more friendly approach.



### 3. Keep it concise

- ▶ Your audience might have little time to read through your email, so make it as brief as possible without leaving out key information.
- ▶ Try not to address too many subjects at once as this can make your message long, challenging to read and difficult to take action on.
- ▶ Use short, simple sentences by removing filler words and inessential information. This will make your note shorter and easier to read.



## 4. Proofread your email

- ▶ Before you send an email, take a moment to check for any spelling, grammar or sentence structure errors.
- ▶ Also, double-check to ensure you've included any attachments you may have referenced in your message.





## 5. Use proper etiquette

- ▶ Include a polite greeting and closing to sound friendly and polite.
- ▶ Additionally, be considerate of the recipient and their time. For example, unless it's an emergency, avoid emailing a contact asking for something after-hours or while they're on leave.



## 6. Remember to follow up

- ▶ Most people receive several emails per day, so they might miss or forget to respond to your message.
- ▶ If the recipient hasn't replied within two working days, consider reaching back out with a friendly follow-up email.

