

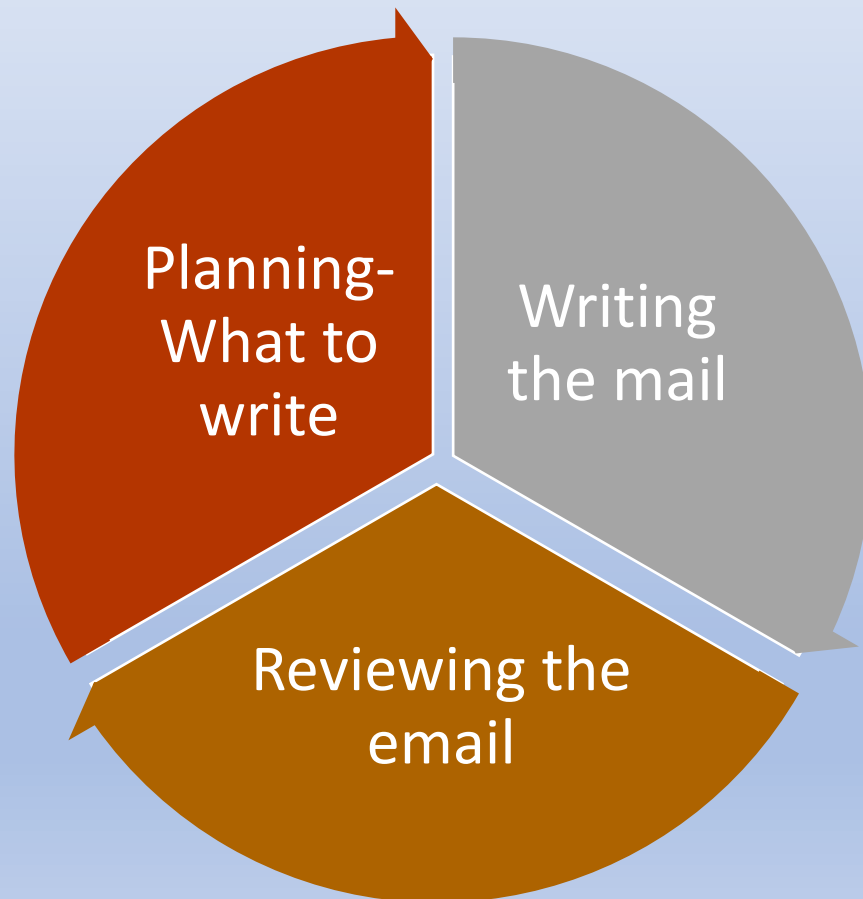
Email Writing

Sections	Topics
Section 1	Writing Considerations
Section 2	Mechanics Of Writing
Section 3	Writing Strategies
Section 4	Email Etiquette



Think & Answer

How much time do you spend on:



Section 1

Writing Considerations



Essentials of Good **Written Communication**

Before You Begin Writing you should know

- **What** is the purpose of writing the mail
- **What** information do you wish to exchange
- **What** does your reader want to know
- **What** action do you want the reader to take
- **What** relationship do you have with the reader

**If you can't answer these questions, then you should wonder,
whether you should even the send the email**

Key Message -Examples

Giving
Instructions/
information

Providing Status
update

Communicating
Rules &
Procedures

Making an
Inquiry

Providing
Confirmation

Vendor
Negotiation

Guiding Principle : Clarity in communication

1. Get me some water.
2. Get me a glass of water.
3. Get me a glass of room temperature water.
4. Get me a glass of room temperature mineral water.
5. Get me a glass of room temperature Bisleri mineral water.
6. Get me a plastic glass of 200 ml of 28 degrees of Bisleri drinking Water. Please ensure that you open the bottle in front of me.
Please wash the glass before getting it.



Have Clarity

To: People required to take action

Cc: Kept informed of the content, but no actions required from them

Bcc: Receive the message without any of the other recipients knowing. Also used for larger mailings (over 50)(AVOID IT!)

Remember : Never reply all

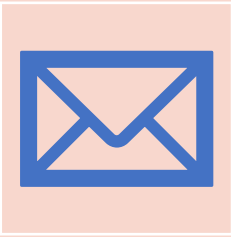


Tune Up Your

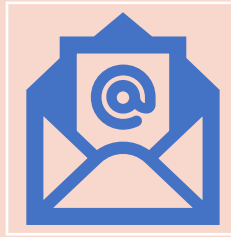


Section 2 Mechanics of Writing

3 Parts of Mail Body



Start by clearly
mentioning the purpose
of writing the mail



Clearly set the context
for the said mail



Specify the desired
outcome at the end of
the mail

Write the subject line

Identify the key purpose of the type of mails you write and share it with the class







Hi Juli,

I've attached the contract for our new freelance designer who starts working with us next month.

Could you please review the contract till Friday, June 14? I'll greatly appreciate your feedback!

Best,
James Stevens
Legal Consultant
ABC Inc.
077-333-55-66

Skill Drill: Mail to HR

To:	Cc: Bcc:
From:	
Subject: Contract with a Designer: Please Review till Friday	
<div><div><div><div><div>B</div><div><i>I</i></div><div><u>U</u></div><div></div></div><div><div>San Francisco ▾</div><div>14 ▾</div><div><div><div>A ▾</div><div></div><div></div><div></div></div><div><div>←</div><div>→</div><div></div><div></div></div></div></div></div></div></div>	
<p>Hi Juli,</p> <p>I've attached the contract for our new freelance designer who starts working with us next month.</p> <p>Could you please review the contract till Friday, June 14? I'll greatly appreciate your feedback!</p> <p>Best, James Stevens Legal Consultant ABC Inc. 077-333-55-66</p>	

Subject Line

- Subject lines are like trailer of a movie.
- Should be Crisp and clear
- Should be reflection to the main point of your idea
- Should hook your audience



Subject Line

Subject line is a must!

A subject line must give a clear understanding of the objective of the email

It should contain 3 – 7 words as most mails are read on the phone

Subject line can have only 3 'Re Re
Re: Reply subject line

Include logical keywords that are easy to search

Keep it simple & concise

Subject line

1. meeting request "
2. "meeting follow-up needed"
3. "request for an informal meeting"
4. "please see meeting availability"
5. request....."
6. "inquiry regarding... "
7. "important information for 24th meeting enclosed "
8. "follow-up needed regarding... "
9. "please acknowledge receipt of this email"
10. request action

Salutations

- With any salutation, Mr. is followed by the Last name. **Dear Rahul or Dear Mr. Sharma.**
- The standard way to open a **business** letter is with *Dear*, the person's name (with or without a title), and a comma, like this: **Dear Ms. Sharma,**
- Unless you are certain that a woman prefers Miss or Mrs., use the title Ms.
- If you are writing to two people, use both names in your salutation, like this:
Dear Mr. Nair and Ms. Singh, or Dear Raj and Shristhi,
- If you don't know a person's name or gender, avoid "To whom it may concern." Instead, use the job title or a generic greeting:
Dear Claims Adjustor, Dear Sir or Madam,

Opening Lines

1. I am writing to you with regards to... "
2. "I am writing to you to follow up on... "
3. "I wanted to let you know that... "
4. "Your action is needed regarding... "
5. "Please see the following update"
6. "This is a quick note about... "
7. "Please acknowledge your receipt of this documentation by... "
8. "The following is to inform you of... "

Replying to an Email

1. Thank you for your email regarding... "
2. "Thank you for getting back to me so quickly"
3. "In response to your request for... "
4. "As per your request... "
5. "Thanks so much for your feedback on... "
6. "As requested, I am sending you... "
7. "I appreciate your email and... "

Friendly Greetings

1. I hope this email finds you well"
2. "I hope all is well"
3. "It was great to see you on... "
4. "It was a pleasure meeting you... "
5. "I hope you are enjoying this lovely day"
6. "I'm so glad we had a chance to catch up during... "

Apologetic Phrases

1. "My apologies for... "
2. "I apologize for the delay in my response"
3. "I am so sorry to hear about... "
4. "My apologies for any inconvenience this may pose"
5. "Please accept my apology for... "
6. "I was out of the office earlier; my apologies for any delay“

Unpleasant News

1. I'm afraid I'm unable to... "
2. "Due to unforeseen circumstances... "
3. "Unfortunately, it goes against policy to... "
4. "Despite my best efforts, I was unable to... "
5. "Unfortunately, I regret to inform you... "
6. "Regretfully, I was unable to... "

Build on Strong Paragraphs

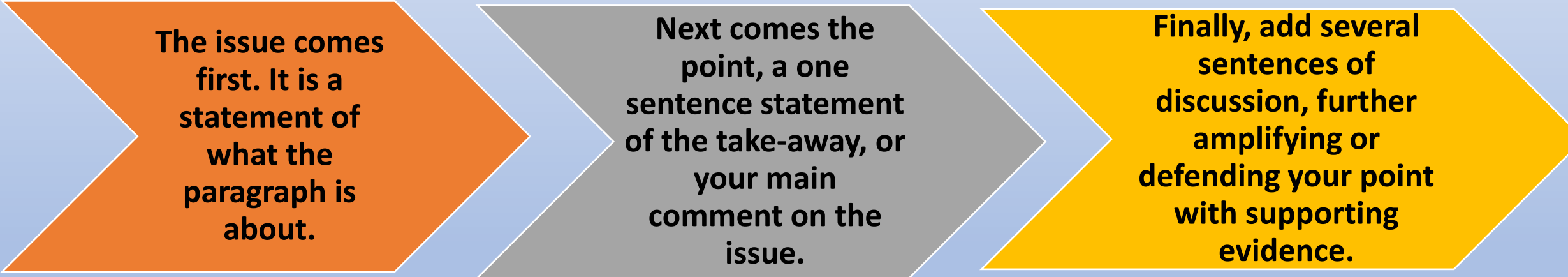
Begin with What's familiar, and end with What's new.



- Paragraphs are the essential building blocks of the text.
- They introduce topics in a larger composition and signal readers that another step in the argument has begun.
- As such, paragraphs are primarily for the convenience of the reader, but they also help the writer keep his or her thinking clear and concise as the piece develops.

Include Issues, a Point and a Discussion

Each paragraph should have three elements: **an issue, a point and an appropriate discussion.**



The issue comes first. It is a statement of what the paragraph is about.

Next comes the point, a one sentence statement of the take-away, or your main comment on the issue.

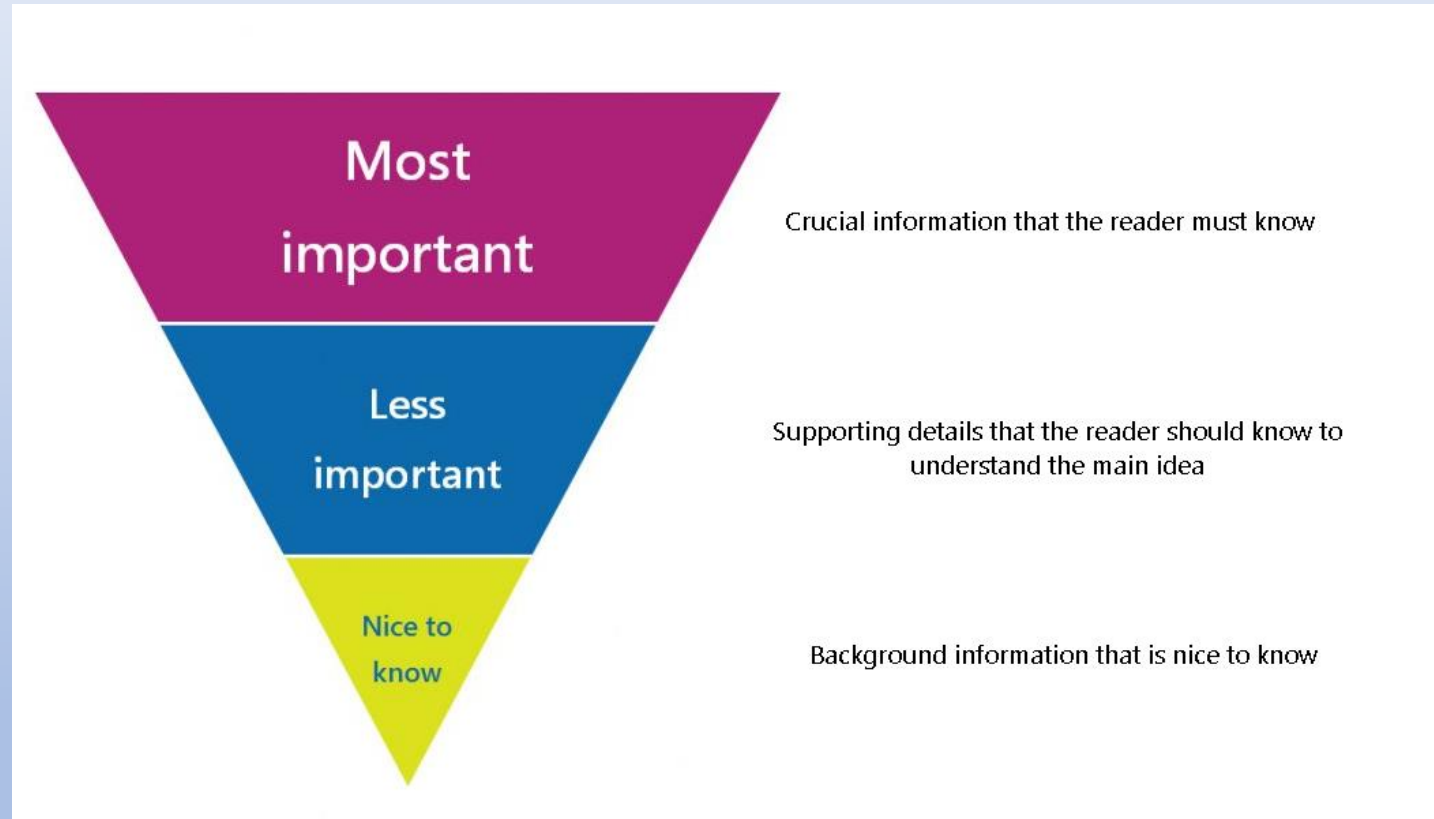
Finally, add several sentences of discussion, further amplifying or defending your point with supporting evidence.

Use inverted Pyramid Strategy !

The lead :Maximum words on top

The body :Further information

The Tail :Least number of words at the bottom



Asking Direct Questions

1. Please let me know what your thoughts are on this”
2. “Is this course of action okay with you?”
3. “Please let me know if I have the green light on this”
4. “Would you please clarify... ”
5. “Could you please send me further details regarding... ”
6. “Would you mind explaining that again?”

Sharing Information

1. Please note the following:"
2. "Quick heads up"
3. "I'm sending you a friendly reminder that... "
4. "It may serve you to know... "
5. "You may find this helpful:"
6. "When you... you'll need to... "

Attaching documents, forms or web addresses

1. Please see the following attachments”
2. “Review the attachments below”
3. “I've enclosed the [file name] below”
4. “Here are the documents we discussed earlier”
5. “Please find more information at the following website”
6. “I have attached a PDF file with all the information that you will need”

Schedule

1. Is it possible to postpone our meeting for the... "
2. "Would you be available for a phone call on... "
3. "Are you free on... "
4. "I'd like to schedule a meeting for... on... "
5. "The department will be meeting on... "
6. "Please join me for a group meeting on..

Information to be Included in an E-Mail

Not to be included

- Don't tell the reader what you or they can't do... tell them what can be done
- Negative statements: Don't tell them something negative unless it is important that they have the information

To be included

- Any specific information that is requested by the reader.
- If you cannot answer a question or provide definite information:
 - State when you can send the information.
 - Explain why you won't be able to answer the query
 - Tell as much as you know and offer additional information when it becomes available

Information to be Included in an E-Mail

Not to be included

- “ This report never goes into any phase of the matter in detail, but covers each part briefly.”

To be included

- “This report discusses each step briefly.”

Closing Note

Close an email on a positive note or future focus.

Examples:

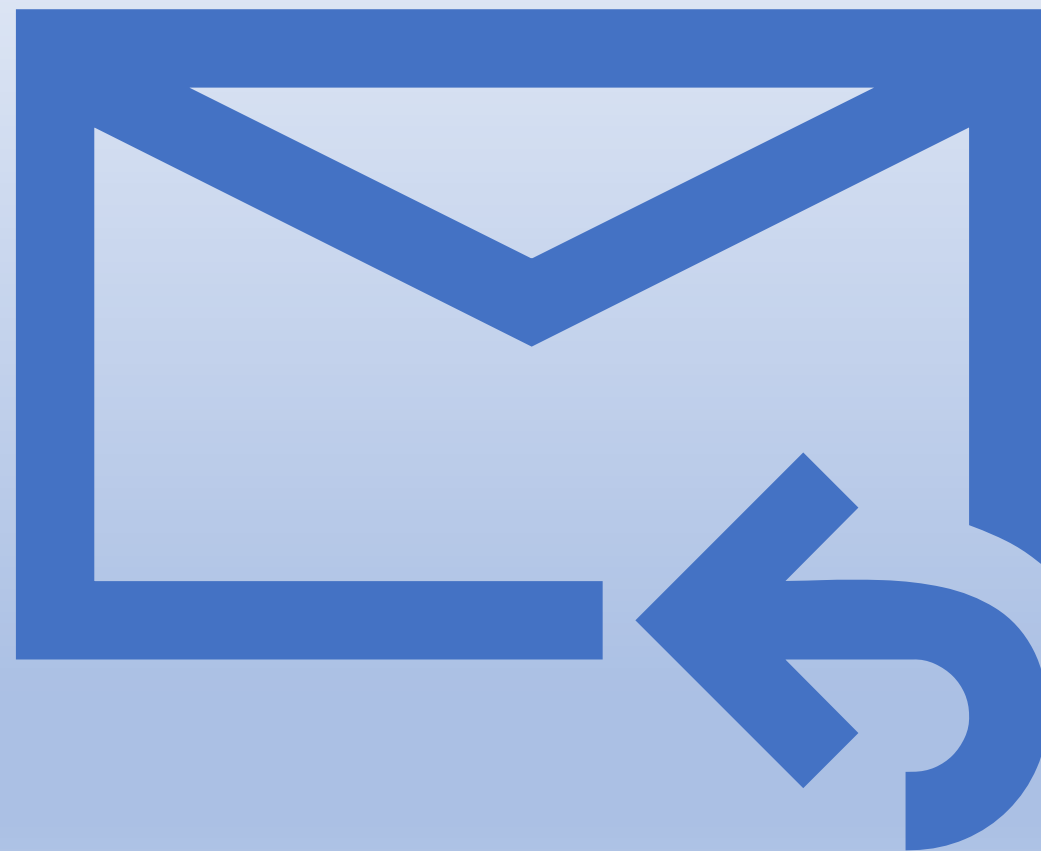
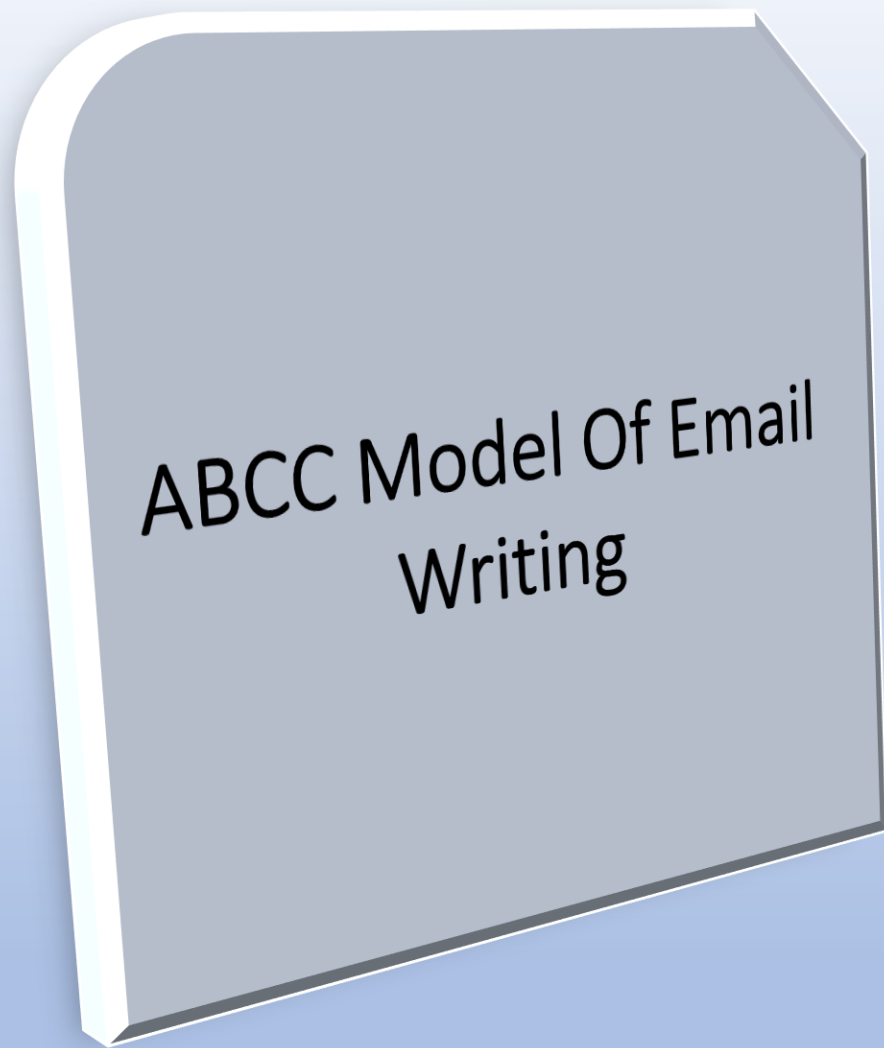
1. I'm looking forward to your reply.
2. We look forward to a successful working relationship in the future.
3. I would appreciate your immediate attention to this matter.
4. Please feel free to contact me if you need any further information.
5. Please let me know if you have any questions.
6. I hope the above is useful to you.

Section 3

Writing Strategies



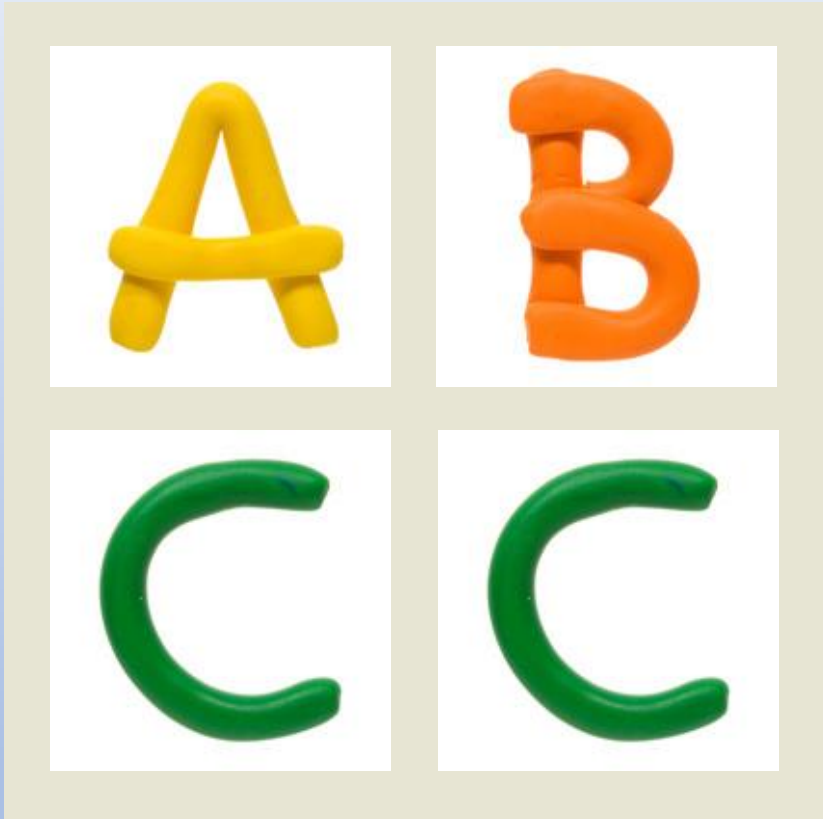
How to Put Your
Thoughts Into Words:
3 Proven Strategies



The human mind

- Research at a certain University says it really doesn't matter what order the letters in a word are. The vital thing is that the first and last letter should be in the right place. The rest can be in a total jumble and you can still read it without a problem. This is because the human mind does not read every letter, but the word as a whole.





A- Accurate

B- Brief

C-Constructive

C-Comprehensive

Is your mail Accurate ?

Grammar check and Spell check

Example

- I sent the consignment a weak ago.
- We saw the truck parked their .
- Rohit give the presentation yesterday.
- My Boss gave me a task tomorrow .
- I did not went to office .

Punctuate appropriately .

Problems with Punctuation

E-mails without full stops or commas are difficult to read and can sometimes even change the meaning of the text

Small paragraphs separated by blank lines are much more readable than long run-on pieces

Careless writing skills demean your intelligence and integrity

Meaning changes when the comms's placement changes

Woman ,without her ,man is nothing.

Woman without her man ,is nothing .

Comma

- **Use a comma to separate a phrase which precedes the main sentence.**

- **Use comma to convey the correct meaning**

For any further clarification on vendor discount related issues, please call Monica Giroux on Dial Comm.
8*622 2107.

- **Use comma to set off linking words**

Request the client for the check number. Then, go to the fleet window and get the copies

- **Examples of linking words**

However, Moreover, Therefore, Nevertheless, Thereby...

Colon

- The colon 'announces' that a list is about to follow; it is the gateway to that list. It means : 'As follows'
- The requirements for this position are :
 - A degree in Accounts or Economics
 - Sound financial background

Never write a – with colon :- (X)

Apostrophe

- The apostrophe is used to:
- **Show possession**
 - Anu' s case studies
 - Satish's dashboards
 - Boys' shirts
- Don't use apostrophe with non –living
 - Table's leg (incorrect)
 - Table leg or leg of the table (correct)
- **Show contractions (not acceptable in formal writing)**

• It'll (It will)	Won't (will not)
• We'll (We will)	Wouldn't (would not)
• Can't	Couldn't (could not)
• Shan't (shall not)	Shouldn't (should not)
• Doesn't	Didn't (did not)

Get started. Good Starting is half the job done



B- Be Brief

Concise

- ***Language***

use short and simple sentences

avoid jargon, excessive phrases and repetition

A GOOD CALLER GIVES ALL THE INFORMATION, AND TAKES LESS TIME/WORDS !!!

Be Brief - Tips

- Remove redundant words.
- Don't use long winded phrases when a single word will do.
- Use “now” rather than "at this point in time.”
- Include only relevant facts. Don't include useless information.
- Arrange your thoughts so they flow efficiently.
- Use specific words. Don't write 'in the near future' ,Asap etc.
- Write/speak specific time

Specify instead, "by morning on Friday, October 17.”
- There is a great jump in number Vs. There is a 40% percent of jump in number .

Activity

- ✗ This is to thank you for the quick response
- ✓ Thank you for the quick response
- ✗ This report is in connection with the internal job postings
- ✓ This is a report on internal job postings
- ✗ In majority of cases it is found that the trains are on time
- ✓ The trains are usually on time

Activity

- ✗ John will arrive at about nine o'clock
- ✓ John will arrive at or about nine o'clock

- ✗ I need the following information in order to complete the report
- ✓ I need the following information to complete the report

- ✗ The meeting will be held for the purpose of discussing the visit of Jack Welch
- ✓ The meeting will be held to discuss the visit of Jack Welch

Word Substitution



Not very clear to read

At all times

At the present time

For the purpose of

Due to the fact that

In the event that

By means of

Illegible

Always

Now

For

Because

If

By



Active v/s Passive Voice

Active Voice

In the ACTIVE VOICE, the emphasis is on the actor – Mr. Shah. This puts the sentence in the active voice and makes Mr. Shah the center of interest.

ACTIVE : Mr. Shah helped the customer complete the KYC formalities.

Passive Voice

In the PASSIVE VOICE, the customer – and not the key actor – is the center of interest.

PASSIVE : The customer was helped by Mr. Shah to complete the KYC formalities.

When to use Passive/Active Voice

Passive Sentences

- Appropriate in reports and technical writing
- Make the sentences sound formal
- Generally Requires more Words
- Conceals the actor in the context

Active sentences

- Appropriate if the report or the content is informal
- Allows you to show vigor and assertiveness

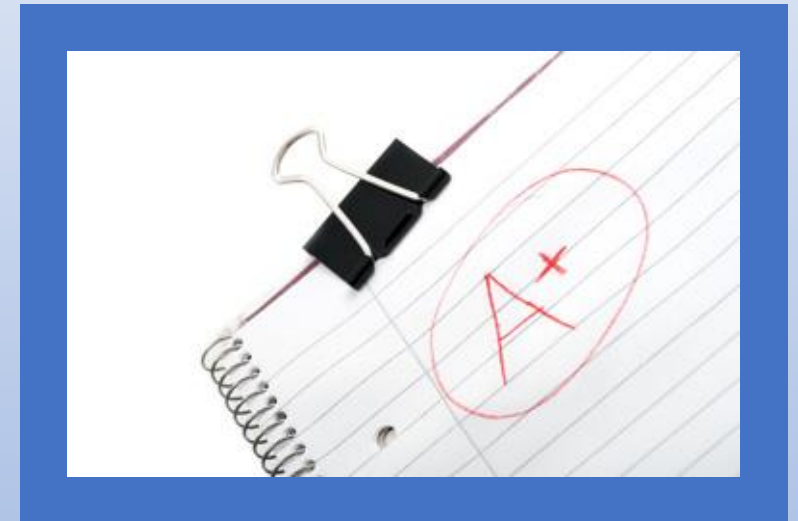
Exercise: Change the Voice

- The machine was manufactured in China by Maruti
- People must not leave their cars in the driveway
- They built that building in 2003
- We will finish the project by November
- They make clothes in that factory
- You are required to wear the uniform on all the working days
- Shelly was cooking dinner when I arrived



Exercise : Change the Voice

1. The sentence on the slide is in the **passive voice**
Active voice is - Maruti manufactured the machine in China
2. The sentence on the slide is in the **active voice**
Passive voice is - Cars must not be left in the driveway
3. The sentence on the slide is in the **active voice**
Passive voice is - The building was built in 2003
4. The sentence on the slide is in the **active voice**
Passive voice is - The course will be finished by November
5. The sentence on the slide is in the **active voice**
Passive voice is - Clothes are made in that factory
6. The sentence on the slide is in the **active voice**
Passive voice is - The office requires you to wear the uniform on all working days
7. The sentence on the slide is in the **active voice**
Passive voice is - Dinner was being cooked when I arrived



Exercise: Change the Voice

- Michelle is going to prepare the documents
- Documents are going to be prepared by Michelle
- Lunch was being served when we arrived
- They were serving lunch when we arrived
- They are seeking a better leader
- Better leader is being sought
- Butter is made from milk
- You make butter from milk



Be Brief

Keep it Short and Simple



Participants will be divided in teams and marks will be granted by the facilitator on the answer close to the correct one



Writing Skills - Precision and Conciseness

Use Plain English

Example

At this point of time, we usually initiate, in the majority of instances, a query resolution process

Vs

Now , we usually initiate a query resolution process.



Writing Skills - Precision and Conciseness

Let's not be formal & stuffy

Example: I am in receipt of an undated letter in which you have advised that you have an agreed arrangement to pay Rs 500 per month.

Vs

I have received an undated letter in which you have agreed to pay Rs. 500 per month.



Simplicity in Writing

Don'ts

- As of this date
- Awaiting your further wishes
- Desire to state
- In receipt of
- In reply to your mail

Do's

Simplicity in Writing

Don'ts

- As of this date
- Awaiting your further wishes
- Desire to state
- In receipt of
- In reply to your mail

Do's

- So far
- Please let me know
- Just state it...
- Received
- Just reply...

Simplicity in Writing

Don'ts

- In the event that
- In the month of July
- In the near future
- In this connection
- Kindly confirm the same

Do's

Simplicity in Writing

Don'ts

- In the event that
- In the month of July
- In the near future
- In this connection
- Kindly confirm the same

Do's

- If
- In July
- Soon
- About
- Let us know

Simplicity in Writing

Don'ts

- May we hope to receive
- Please do not hesitate to
- Wish to thank you
- Kindest Regards

Dos

Simplicity in Writing

Don'ts

- May we hope to receive
- Please do not hesitate to
- Wish to thank you
- Kindest Regards

Dos

- Please send us
- Please let me know
- Thank You
- Regards

Exercise

Multiword phrase:

Single word

In the days and weeks preceding

before

Prior to

before

All of a sudden

suddenly

Has the ability to

can

Immediately following

then

In the near future

soon

At this point in time

now

Due to the fact that

because

Both of these

both

Last but not the least

finally

Exercise

Multiword phrase:

At the present time

In order to

A lot of

On a daily basis

On account of the fact that

Immediately following

In the event that

Subsequent to

Single word:

now

to

many

daily

because

then

if

after

Exercise: Write More Concisely

- In the event that dues are not cleared by March, your contract will be terminated
- Jim ordered chairs which are of the executive type
- There are seven rules which should be observed
- Your cheque for the amount of \$1000 has been sent to you



Answer

1. Your contract will be terminated if we don't receive your payment by March
2. Jim ordered executive-type chairs
3. There are seven rules which should be observed
4. Observe the seven rules
5. Your cheque for \$ 1000 has been sent to you

Exercise: Make it Concise

- Subject: Finance Meeting
- Message: Shauna Williams phoned this morning to say she can't make the meeting at 3 pm on Tuesday. Rita says she doesn't mind holding it later, or even on Wednesday, but not before 11 am. I've spoken to John's secretary: she says he now won't be back from Spain until Tuesday night anyway. It looks like it will have to be on Wednesday. I've checked with Rita and John's secretary and they can make this, and Conference Room 2 is free at 11 am on that day. Is this OK for you?



Exercise: Write More Concisely

Suggested Revision:

Subject: *Finance Meeting*

Is the subject line fine ?

Message: *Can we reschedule Tuesday's finance meeting for Wednesday at 11 am?
This would allow Shauna Williams, Rita and John to attend. The venue is Conference
Room 2*



Exercise: Write More Concisely

Suggested Revision:

Subject: *Finance Meeting Conformation Request ;Wednesday,11am*

Message: *Can we reschedule Tuesday's finance meeting for Wednesday at 11 am?
This would allow Shauna Williams, Rita and John to attend. The venue is Conference
Room 2*



Exercise: Make it Brief

- At this moment in time, however, the situation has undergone a drastic change.
- Each and every employee, without exception, has mastered his or her computer technology
- Our team arrived at a consensus of opinion

Answers

- The situation has changed now.
- All our employees are using/can use computers
- Our team arrived at a consensus



Skill Drill :Group Activity

Each group decides a situation and shares it with the other group

The other group has to compose an email keeping the essentials of email writing done so far while composing the email

The group that has composed will not read it .

The group that receives will share their understanding and their perception of the email

Also the observers will share the flaws and the good elements of the mail



Constructive

Focus on the positives



Tone of Emails

Bad Tone	Good Tone
Forward the email to my employer straight away.	Requesting you to share the email with my employer asap.
You didn't submit the report on time. Where is it?	As the deadline of the report was 10 th May, your report is expected immediately.
You have been coming to work late all week.	Taking in account your last week's entries, you are instructed to be on time henceforth.
Your work is not up to the mark. Fix it!	Connect with me on the feedback of your work as there is a huge scope for improvement.

Positive Language

- Positive language is definite and specific.
- Make definite promises in your writing and make sure you keep them
 - **Vague:** I will do my best to help you.
 - Definite: I will help you tomorrow.
or
 - It might not be possible for me to help you.



Positive Language

- Positive language is free from phrases that can cause distracting emotions in the reader
 - **Distracting: Your failure to reply...**
 - **Positive: I have not received your reply yet.**
 - **Distracting: Your refusal to cooperate.**
 - **Positive: Your cooperation shall help us to work better.**
- or
- **Your cooperation shall be appreciated**



Change the Following Negative Statements into Positive Statements

- The service department has regularly failed to deliver monthly worksheets
- We cannot deliver the goods before September 15
- Monitoring procedures are inadequate
- I have a problem at work
- You made a mistake



Change the Following Negative Statements into Positive Statements

- The service department is now committed to delivering monthly worksheets
- We will deliver the goods on September 15
- Let us improve monitoring procedures
- I am facing an issue at work
- You could view this as a valuable lesson



Exercise: Polite and Diplomatic

- Can we meet again next week?
- You've made a mistake on the invoice.
- The quality is low.
- Do you want me to speak to Mr. White?
- Your estimate for the cost is too low.
- We should wait.
- It's a horrible idea.
- Let's cancel the project.



Exercise: Polite and Diplomatic

- I wonder (was wondering) if we could meet again next week?
- There seems to be a mistake on the invoice
- The quality is not very high
- Would you like me to speak to Mr. White?
- Your estimate for the cost might be a bit low
- Wouldn't it be a better idea to wait?
- To be honest, I'm not sure it's a good idea
- Perhaps we should think about canceling the projects



Visual clues-how
much did you
understand ?

Dear Ms. Sangita,

Thank you for your inquiry. Our prices vary with the type and complexity of the work that you need done as well as your timeliness. As you may have noticed on our web page ,we offer services that include creating resumes and employment materials, editing academic materials, editing manuals and reports, authoring original materials, and delivering training seminars. Because of the diverse nature of our services and the varying skills needed to complete different projects, we quote projects on an individual basis. The easiest way for us to quote a project is if you can send us some information on what you need done, including sample pages, or give us a call and we can talk.

Jerry Tondon

Dear Ms. Shah,

Greeting !

Thank you for your email. Our prices vary with the type and complexity of the work that you need done as well as your timeliness.

As you may have noticed on our web page, we offer services that include:

- Creating resumes and employment materials
- Editing academic materials
- Editing manuals and reports
- Authoring original materials
- Delivering training seminars

Because of the diverse nature of our services and the varying skills needed to complete different projects, we quote projects on an individual basis.

Next Step: The easiest way for us to quote a project is if you can send us some information on what you need done, including sample pages, or give us a call and we can talk.

Thanks & Warm regards

Jerry Tondon

98000000001

jerrytondon@gmail.com

Email Etiquette

Section 4



Rule #1: Always include a subject line



Rule #2: Do not write in ALL CAPITALS



Rule #3: Do not discuss confidential information



Rule #4 a: Take care with abbreviations & emoticons

- Save abbreviations like LOL (laugh out loud) or IDK (I don't know) for text messages among friends.
- Some may not understand your abbreviations
- Not professional

Rule #4 b: Keep Language Simple & Jargon free

**keep it
simple.**

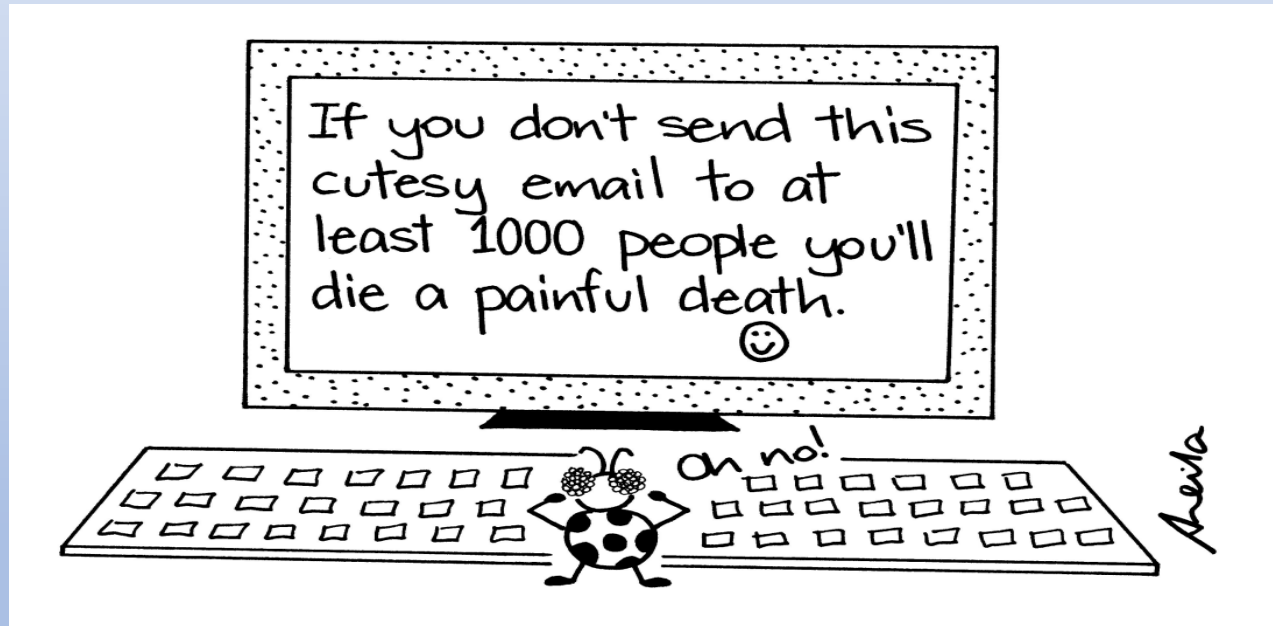
And if you answer NO to any of these...

- Could this information hurt/embarrass/offend someone?
- Email should not be used for confrontation/yelling/reprimanding
- Could this email be misinterpreted in a bad way?
- Could this email get me into trouble?

Then okay to send!

But if the answer to these questions is 'Yes' then Not Okay to send !

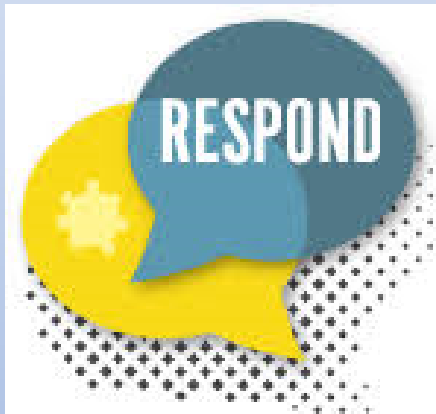
Rule #6: Do not Forward unnecessary/unrelated Emails :



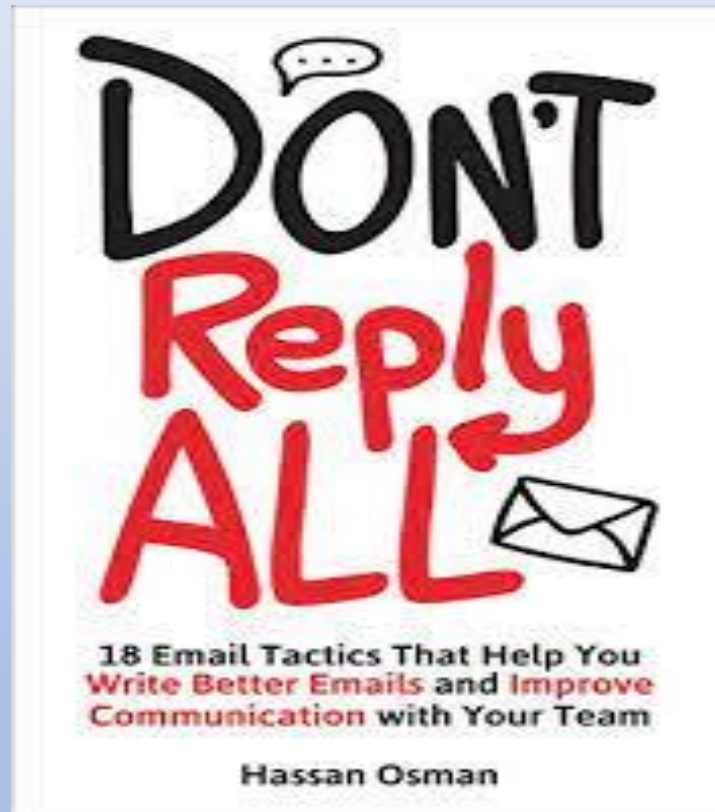
Rule #7: Keep the message focused and readable



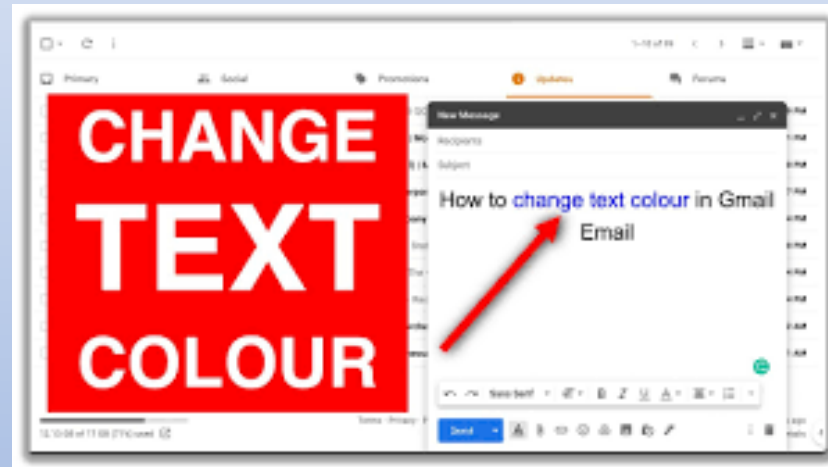
Rule #8: Respond Promptly



Rule #9 Do not use 'Reply to all ' by default



Rule #10 Don't use multi-coloured fonts and pictures at the background



Rule #11 Avoid Gender Bias

Avoid repeatedly using he/she. Here is how to overcome this problem:

Write sentences in the plural

For example, “A vendor should give all his details for setting up the database.” can be changed to “Vendors should give all their details for setting up the database.”

Use we, us, or our. For example, “No man should irate the customer” can become “ We should not irate the customer.”

Best Impressions = Lasting Impressions

- Do NOT overuse: “URGENT” / “IMPORTANT” or “High Priority” option
- Keep your language gender neutral
- Do not forward chain letters
- Don’t forward or send emails containing offensive, racist, or obscene remarks
- DO NOT SEND VIRUSES!!!!
- Use bullets or numbers whenever possible
- Attachments only if necessary
- If out of office ,use the e-mail system’s out of office tool and make sure this reply tells the sender when they can expect a reply



Answer

How much time do you spend on:

