

Day 9 : Write Effective Emails

Course Name: Write an Effective Email

Course Overview:

Yeh online course aapko sikhaayega ki kaise ek **effective email likhna** professional duniya mein bahut zaroori hai. Aap sikhenge:

- Kaise sahi subject line likhi jaye
 - Email ka proper structure kya hota hai
 - Kaise professional aur impactful email banayi jaye
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Target Audience (Kis ke liye hai yeh course?):

- Undergraduates jo job dhoondh rahe hain
 - Working professionals (jo already kaam kar rahe hain)
 - Entrepreneurs (apna business shuru karne wale)
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Course Content (Kya-kya seekhenge?):

1. **Email Etiquette ka Introduction** – Email likhne ke manners yaad rakhna
 2. **Email ka Format** – Email ka sahi structure kya hota hai
 3. **Do's & Don'ts** – Kaunse cheezein karni chahiye aur kaunse avoid karni chahiye
 4. **Case Study** – Real-life situation se example
 5. **Summary** – Poore course ka quick recap
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Course Information:

-  **Duration:** 2 ghante mein course complete ho sakta hai
 -  **Learning Format:** Self-learning slides ke form mein
 -  **Assessment:** End mein ek test hogा, jisko pass karna **compulsory** hai certificate ke liye
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Module (9) :

Write an Effective Email (Email Achhe Se Kaise Likhein?)

Objectives (Kya Seekhenge Hum?)

Iss module ke end tak, aap inn cheezon mein master ban jaoge:

- **Email ka structure samjhna:** Jaise ghar ka naksha hota hai, waise hi email ka bhi ek structure hota hai. Usko samajh jayenge.
 - **Effective subject line aur body text banana:** Email ka "hero" uski subject line aur main message hi hota hai. Usko kaise powerful banayein, yeh seekhenge.
 - **Opening aur closing phrases ka sahi use:** Email shuru aur khatam karne ke kuch smart tarike.
 - **Email likhne ke Do's aur Don'ts:** Kya karna chahiye aur kya nahi, taaki aapka email professional lage.
 - **Sikhe hue tips se email draft karna:** Jo bhi seekha hai, usse practice karke ek mast email likhna.
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What is an Email? (Email Kya Hai?)

Email, yaani **Electronic Mail**, digitally messages bhejne ka ek tareeka hai. Ye ek network par do ya do se zyada logon ke beech information exchange karta hai. Isme ek bhejnewala (sender) aur ek ya zyada paanewale (receiver/s) hote hain.

Why use email? (Email Kyun Use Karen?)

- **Real-time communication:** Email se aap turant information bhej sakte ho, even agar log alag-alag jagah par bhi ho.
 - **Record keeping:** Ye aapki conversation ka ek record hota hai jo organization ke server par store rehta hai. So, baad mein reference ke liye kaam aata hai.
 - **Caution is key:** Kyunki ye ek official record ban jaata hai, email type karte waqt bahut careful rehna chahiye.
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Structure of an Email (Email Ka Dhancha)

Ek effective email ke kuch main parts hote hain:

- **To:** Yahan main receiver ka email address aata hai.
- **Cc (Carbon Copy):** Jin logon ko information deni hai but they are not the primary recipients, unko yahan add karte hain.
- **Bcc (Blind Carbon Copy):** Jin logon ko email bhejna hai, but aap nahi chahte ki doosre recipients ko pata chale ki unhe bhi bheja gaya hai, unhe yahan add karte hain.
- **Subject:** Email ka topic. Ye bahut important hai!

- **Salutation:** Greetings! Jaise "Hi," "Hello," "Dear Mr./Ms./Dr."
 - **Body Text:** Aapka main message. Yahan aap apna saara content likhte ho.
 - **Complimentary Close:** "Thank you," "Thanks," "With regards" jaise phrases.
 - **Signature:** Aapka naam, designation, company ka naam, address, contact number, alternate email ID, aur company website.
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Proofread (Dubara Check Karna

Email send karne se pehle use hamesha **proofread** karna chahiye. Isse spelling, grammar aur content ki mistakes pakad mein aati hain. Jaise, ek example email mein "Project update for the month of November, 2015" attach kiya gaya hai, aur sender ne clarifications ke liye contact karne ko kaha hai, jo ki ek good practice hai.

Some Good Opening Lines (Email Shuru Karne Ke Smart Tarike

Email ki shuruaat bahut impact karti hai. Kuch acchi opening lines:

- **"I write this with reference to the advertisement..."** (Jab kisi ad ke reference mein email likh rahe ho).
 - *Example:* "I write this with reference to the advertisement for the Java Developer position on your website."
 - **"Further to our discussion, I am sending you..."** (Jab kisi meeting ya baat-cheet ke baad follow-up kar rahe ho).
 - *Example:* "Further to our discussion yesterday, I am sending you the revised project proposal."
 - **"With reference to the mail trail..."** (Jab kisi existing email conversation ko continue kar rahe ho).
 - *Example:* "With reference to the mail trail below, I have updated the report as requested."
 - **"I am writing to enquire about the opening..."** (Jab kisi job opening ke baare mein poochh rahe ho).
 - *Example:* "I am writing to enquire about the opening for a marketing intern at your firm."
 - **"Thank you for your letter dated 8th Aug..."** (Jab kisi pichhle communication ka reply de rahe ho).
 - *Example:* "Thank you for your letter dated 8th Aug regarding my application."
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Lines to Conclude Your Email (Email Khatam Karne Ke Behtareen Tareeke

Email ka end bhi important hota hai. Kuch acchi closing lines:

- **"If you require any further information, please contact me..."** (Jab aap chahte ho ki recipient aapse aur information ke liye contact kare).
 - *Example:* "I have made changes to the report as advised. If you require any further information, please contact me."

- "**Requesting you to look into this and suggest changes...**" (Jab aap feedback ya changes expect kar rahe ho).
 - "**Please advise us if necessary...**" (Jab aap guidance ya salah maang rahe ho).
 - "**I look forward to your reply...**" (Jab aap recipient ke reply ka wait kar rahe ho).
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Tone of Voice While Typing an Email (Email Mein Kaisi Boli Rakhein? 🤷‍♀️)

Email mein aapki tone bahut matter karti hai. Ye formal, informal, direct ya indirect ho sakti hai, depending on context:

Formal vs. Informal:

Formal	Informal
Thank you for your email dated...	Thanks for mailing me on...
Would it be possible to have this in half an hour?	I need this in half an hour.
Looking forward to your feedback.	I need your feedback.

Indirect vs. Direct:

Indirect	Direct
It might be difficult to complete within the given time.	I can't do it.
I'm afraid there might be a slight delay.	There will be a delay.
Would it be possible to have this in half an hour?	I need this in half an hour.

Do's of Email Etiquette (Email Likhne Ke Achhe Tarike ✅)

Email likhte waqt kuch rules follow karna bahut zaruri hai:

- **Catchy subject line use karo.** Subject line choti aur clear honi chahiye, jisse recipient ko email ka purpose turant pata chal jaye.
- **Correct email ID type karo.** Galat email ID par bhejoge toh message pahunchega hi nahi, ya galat bande ko chala jayega.
- **Apne email ko short rakho.** Lambe emails padhna mushkil hota hai, to point par aao aur concise raho.

- **Sirf unhe hi email bhejho jinki need hai.** Unnecessary logon ko email mat bhejo, unka inbox fill hoga aur message ki value kam ho jayegi.
- **Polite aur courteous tone rakho.** Hamesha professional aur respectful tone mein baat karo.
- **Spelling aur grammar check karo.** Grammatical errors aur typos se aapka email unprofessional lagta hai, always proofread.
- **Email send karne se pehle proofread karo.** Send karne se pehle ek baar pura email dobara padho taaki koi mistake reh na jaye.
- **Ek sensible tone rakho.** Aapki tone message ke context ke hisaab se appropriate honi chahiye.
- **Message format normal rakho, kyunki message bahut logon tak ja sakta hai.** Simple aur clear formatting use karo.
- **Attachments sahi format mein ho.** Attached files common formats mein honi chahiye aur easily open ho saken.
- **Appropriate salutation aur greeting use karo.** Jise email bhej rahe ho uske according sahi greeting use karo (e.g., Dear Sir/Madam, Hello).
- **CC sirf un relevant logon ko karo jinhe janna zaruri hai.** Unnecessary logon ko CC mat karo, isse unka time waste hota hai.
- **Attachments password-protected honi chahiye agar sensitive data hai.** Confidential information bhejte waqt security ka dhyaan rakho.
- **Relevant emails bhejо aur sirf needed information hi do.** Sirf kaam ki baat karo aur topic se mat bhatko.
- **Jab long leave par ho to "Out of Office" Assistant use karo.** Jab aap unavailable ho, toh automatic reply set karo.
- **User-friendly aur brief raho.** Email ko simple aur easy-to-understand rakho.
- **Company policy follow karo.** Apni company ki email usage guidelines ko follow karo.

Don'ts of Email Etiquette (Email Likhne Ki Galtiyān ✗)

Yeh galtiyān bilkul mat karna:

- **Pure email ko UPPERCASE ya lowercase mein mat likho.** Pura UPPERCASE "chillane" jaisa lagta hai, aur pura lowercase unprofessional.
- **Unnecessary italics mat use karo.** Zyada formatting se email messy lagta hai aur padhne mein mushkil hoti hai.
- **Bahut zyada short forms (SMS language) mat use karo.** Professional emails mein "lol," "brb" jaise short forms avoid karo.
- **One-word replies mat do.** "Ok," "Fine" jaise replies unprofessional lagte hain; hamesha thoda explain karo.

- **Email ko forward all ya reply all mat karo.** Agar sabko reply karna zaruri nahi hai toh "Reply All" se bacho.
 - **Email ko gossip ke liye use mat karo.** Office email id ko personal gossip ya faltu baaton ke liye use mat karo.
 - **"Reply all" button har baar use mat karo.** Agar aapka reply sirf ek person ke liye hai, toh "Reply" use karo, "Reply All" nahi.
 - **Copyrighted aur catchy quotes mat use karo.** Signature mein ya email body mein random quotes use karna avoid karo, unless it's a company policy.
 - **Kabhi bhi gussa mein email mat likho.** Emotionally charged emails hamesha avoid karo, thoda wait karke likho.
 - **Har line mein attachment mat bhejo.** Ek hi email mein saare attachments ek saath bhejo, alag-alag mails mein nahi.
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Case Studies (Kuch Examples Dekhen? 😊)

Case Study 1: An incorrectly written email.

- **Mistake:** Subject line missing.
- **Correction:** It's essential to have an appropriate subject line to make sure the receiver knows the importance of the email and opens it.

Case Study 2: An incorrectly written email.

- **Mistake:** The body of the email includes irrelevant personal details (weather, travel time).
- **Correction:** Keep the email precise and relevant to the subject. The writer has mentioned irrelevant personal details which is not required in a formal email.

Case Study 3: An incorrectly written email.

- **Mistake:** Using office emails for discussing office gossip.
- **Correction:** Emails don't contain any personal information. Avoid using office emails for discussing office gossip.

Case Study 4: An example of a correctly written email requesting leave.

- **Content:** "Dear Ravi, I am not feeling well so I won't be able to attend office today. Request you to grant me a day's leave. I will be available on calls in case of any emergency. Thanking you. Regards, Sham"
- **Observation:** This email is concise, polite, and directly states the purpose.

Case Study 5: An example of a correctly written email for a team meeting.

- **Content:** Details about a Quarterly Sales Target discussion, including Agenda, Venue, Time, Participants, and Points of Discussion, ending with a request for presentations.
- **Observation:** This email is well-structured, clear, and provides all necessary information.

Exercises (Practice Time! 🌟)

Here are some scenarios to practice writing effective subject lines and emails:

Exercise 1: To apply for the role of JAVA developer in a project.

- **Appropriate Subject Line:** Application for the post of JAVA developer.

Exercise 2: Request to reschedule an interview for the position of a JAVA developer.

- **Appropriate Subject Line:** Request to reschedule the interview for the position of Java developer.

Exercise 3: Request your HR for a bonafide letter with a reason mentioned.

- **Appropriate Subject Line:** Request for bonafide letter for Bank account opening.

Exercise 4: Request for approval for attending a workshop on ISO 27001.

- **Appropriate Subject Line:** Request approval to attend ISO 27001 workshop.

Exercise 5: Write an email to the VP-Projects in an engineering firm requesting for summer internship. You have already spoken to the person and he has asked you to send your resume, cover letter, and project roadmap.

- Sample Answer:

"Dear Mr. [Sir/Madam],

Further to our telephonic discussion, I have attached my resume, cover letter, and roadmap of my project.

You may reach me on my email ID or my phone number mentioned in my signature.

I look forward to completing my internship with you.

Thanks and regards,

[Your Name]

[Your Address]

[Your Phone/Email]"

Quiz (Chalo Thoda Test Ho Jaye! 🧠)

- **Which amongst the below shows a polite and formal tone?**

- **Correct Answer:** Request permission for leave from 1st Nov, 2015 to 15th Nov, 2015 for my sister getting married.
- **Why?** The other options ("Can't come for next 5 days from tomorrow onwards", "I will be working out of town until 5pm") are too informal or direct.

- **Choose the most powerful subject line for a project report.**

- **Correct Answer:** ABC Project Report Nov 2015.

- *Why?* It's specific and includes relevant details (project name, type, and date). "Project report" is too generic, and "Check report" is not informative.
 - **Select the grammatically correct sentence.**
 - **Correct Answer:** Please scan the quality of my document.
 - *Why?* "Please scan my document quality" and "Please scan me quality of document" are grammatically incorrect.
 - **Choose the most well-written mail from the options below.**
 - **Correct Answer:** None of the above.
 - *Why?* The other options ("Want Manish accessibility EOIT-TNA", "Kindly provide accessibility to Manish as my colleague May find access to it", "Friend we are going on a long vacation to Thailand! Good for you!!!") have issues with clarity, professionalism, or tone.
 - **Tick the appropriate out of office message.**
 - **Correct Answer:** Thank you for contacting me. I will not be in office from 15th Dec, 2015 to 1st Jan, 2016. Do contact Mr. Pranay on 123456789 in my absence.
 - *Why?* This message is polite, provides dates of absence, and offers an alternative contact, which is standard for out-of-office replies.
 - **Select the right sentences.**
 - **Correct Answers:**
 - Request you to submit a deadline on 15th Dec, 2015 at 11 am.
 - All team members are to join the meeting on 15th Dec, 2015 at 11 am.
 - *Why?* These sentences are clear, direct, and grammatically correct. The third option ("The 15th Dec, 2015 11 am team meeting has to be joined by all team members") is slightly awkward phrasing.
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Summary (Kya Seekha Humne?)

Iss module mein, humne seekha:

- **Email structure ka use karke effective email likhna.**
- **Effective subject line aur text banana.**
- **Acche opening aur closing phrases use karna.**
- **Correct spellings aur grammar ka use karna.**
- **Email Writing ke Do's aur Don'ts ko samajhna.**
- **Company/Email policy follow karna.(Jaise unka email's signature style hotah hai)**
- **Emails ko professionally respond karne ki importance.**