



Email

Business > Intermediate 6



Exercise 1 – Reading

Read the text aloud with your tutor and check your understanding.

To: josh.clinton@futureinnovations.com

Subject: Marketing Specialist Opportunity

Dear Josh,

I hope this message finds you well. My name is Mike Johnson, and I'm reaching out to invite you to join my partner James and I on an innovative project here at Simply Unique: a coffee shop fully operated by machines.

We have a small, but highly competent team, consisting of a designer, a machine engineer, an accountant, and of course, a coffee specialist. We now need a marketing expert, and we believe that you would be the perfect candidate for this job, given your past experience.

If you are interested in hearing more about this job opportunity, please feel free to contact me directly. We can arrange a meeting to discuss the project in detail.

I look forward to hearing from you.

Sincerely, Mike Johnson



Check your understanding:

1. What is the purpose of this email?
2. Why are Mike Johnson and his partner interested in working with Mr. Clinton?
3. How should Mr. Clinton contact Mike Johnson and his partner?



Exercise 2 – Learning

How to Write a Business Email

Here are three guidelines for writing business e-mails:

Use formal language: Avoid slang, casual expressions, and abbreviations.

Check the info: Make sure the e-mail address you type is correct, and avoid sending the same generic e-mail to multiple people. Your business email must consist of a variation of your name and surname.

Structure: When sending business emails, you should follow the following structure:

Greeting: Open the email with “Dear” and the recipient’s first name, e.g. “Dear Susan.” However, make sure to check the standard for the country that your recipient is from. For example, in some countries, it is standard to open with “Dear Mr./Mrs./Ms.” and the recipient’s last name.



The purpose of the email: Explain why you are writing the e-mail. If you've never met the person you are writing to, introduce yourself (name, position, company) in the first paragraph.

Further detail: Provide background information in a concise manner.

Closing: Closing remarks typically express your wish to hear back from the person you are contacting, with polite phrases such as "I'm looking forward to hearing from you/to your response."

Signature: You can use one of the following phrases: "Kind/Best/Warm Regards" or "Sincerely," and add your full name below.



Useful Expressions

Greetings

- I hope this message finds you well.
- I hope you had a good weekend.
- I hope you're doing well.
- It was great to see you on ... / last ...

The Purpose of the E-mail

- I am writing to ...
- I'm reaching out to ...
- As promised, I'm sending you ...
- I would like to inform you that ...
- I would like to follow up on our discussion / meeting ...

Closing

- I look forward to hearing from you.
- Thank you for your time/consideration/understanding.
- Please let me know if there is anything else I can help you with.
- Please do not hesitate to contact us if you need any further information.



Exercise 3 – Role Play

Take turns with your tutor and act out the scene described below.

Scene: Construct an email using the pattern learned in this class. The subject of the email should be “Sales Manager Job Opening”. Direct this email to an applicant named Howard who was eager to join your firm. The teacher can assume the role of Howard and respond to your email.



Exercise 4 – Discussion

Discuss the following questions with your tutor.

1. Would you consider e-mails an effective way to communicate in business? Why? Why not?
2. How fast do you reply to e-mails? Why?
3. Do you think checking work e-mails after work is good practice? Why? Why not?