



BUSINESS

# EMAIL

*Writing*

EMAIL WRITING IS AN ART  
DOING IT WELL TAKES KNOW-HOW AND PRACTICE

# INDEX

1. Introduction
2. Types of email
3. Basic formal email structure
4. Formal email examples
  - 4.1 Email example 1: Announcement
  - 4.2 Email example 2: Business follow up email
  - 4.3 Email example 3: Request
  - 4.4 Email example 4: Question
  - 4.5 Email example 5: Complaint
  - 4.6 Email example 6: Response to a complaint
  - 4.7 Email example 7: Thank you email for work done or service rendered
  - 4.8 Email example 7: Sample reminder email
  - 4.9 Email example 8: Thank you email for a job interview.
5. Sample business emails
  - 5.1 Email example 1: Sample email to approach a new client
  - 5.2 Email example 2: Proposal submission email
  - 5.3 Email example 3: Sending quotation email
  - 5.4 Email example 4: Email asking for feedback
6. Technical Emails
7. Memo Emails
8. Sentences and Phrases for Beginning an Email
9. Phrases for closing an email
10. Email Basics
11. Negotiating a project
12. Checking understanding
13. Arranging a Meeting
14. Invitations
15. Writing Styles
  - 15.1 Direct / Indirect
16. Request for information (customer)
17. Giving information (supplier)
18. Making an order (customer) /Confirming an order (supplier)
19. Asking for payment (supplier)
20. Complaining (customer)
21. Apologizing (supplier)
22. Personal emails
  - 22.1 Being Friendly
  - 22.2 Asking for advice
  - 22.3 Giving advice
  - 22.4 Suggestions
  - 22.5 Special situations
23. Job Application
24. Reports
  - 24.1 Report structure
25. Linking words

- 26. Email styles (Careful, balanced style)
- 27. Useful Email Phrases
- 28. Opening Lines
  - 28.1 Being social
  - 28.2 Emailing first
  - 28.3 Replying
  - 28.4 Apologizing
- 29. Body Lines
  - 29.1 Attachments and information
  - 29.2 Requests and enquiries
  - 29.3 Asking for clarifications
  - 29.4 Sharing information
  - 29.5 Getting and giving approval
  - 29.6 Scheduling
  - 29.7 Giving bad news
  - 29.8 When something is expected
  - 29.9 Offering help or information
- 30. Closing emails
  - 30.1 Apologizing
  - 30.2 Closing greetings
- 31. Tips for writing a formal email



# INTRODUCTION



Email writing is an art and doing it well takes know-how and practice. But you don't have to make all the mistakes for yourself in order to write professional emails. We assembled for you the essential tips for creating highly effective formal emails with a deep dive into formal email formats, structure, and best practices. We also gathered some real-life examples and templates you can use right away with a few tweaks.

Here, we'll go over all the ins and outs of what goes into an email structure, different email formats you can use, as well as short email templates that you can use in various scenarios. Keep reading to learn how to write the perfect email.



**Subscribe here!**

YOUR EMAIL HERE

SEND

X

## INFORMAL

-Hi Jim,  
How's it going? Just  
checking in about...  
Call me if you have  
any questions.  
Bye,  
Theresa

## NEUTRAL

-Hello Jim,  
Thank you for your email.  
I understand your situa-  
tion but at the moment...  
Instead, I think we  
could...  
Looking forward to your  
reply.  
Regards,  
Theresa

## FORMAL

-Dear Mrs. Fenster,  
I am writing to confirm  
an appointment with  
you on...  
Thank you very much  
for your time.  
Sincerely,  
Jim Wise

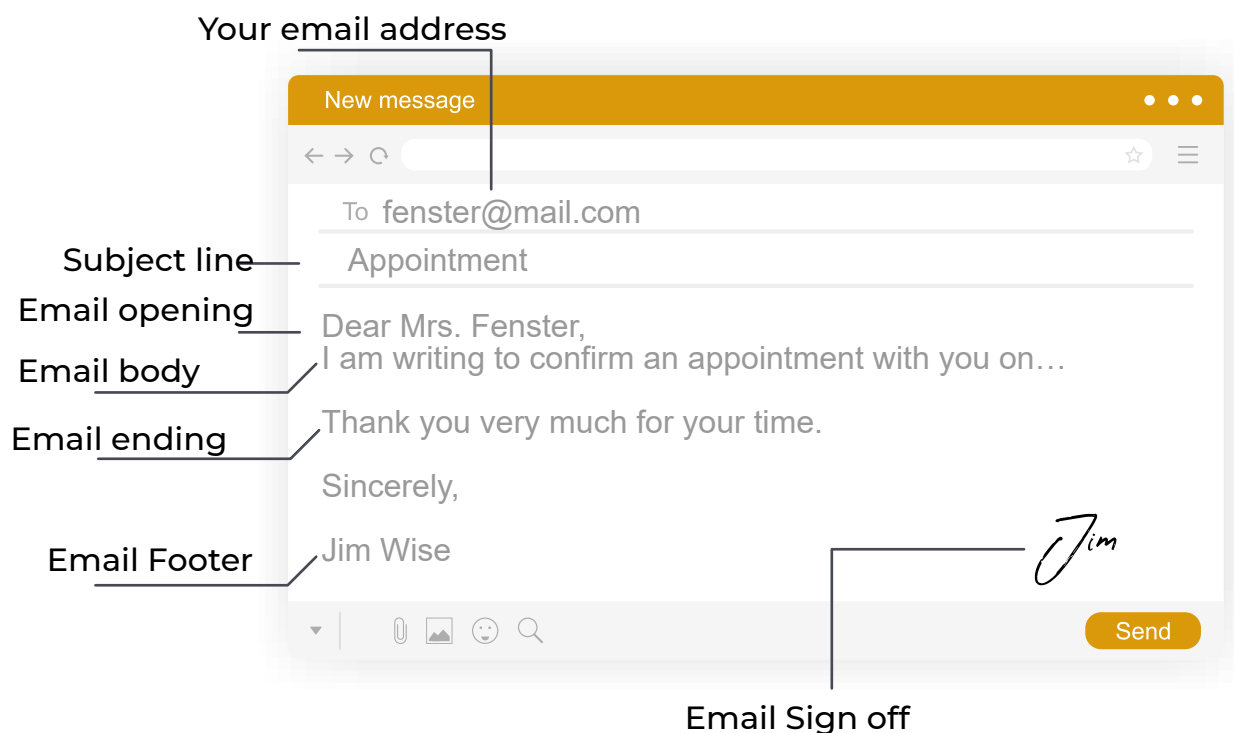
### TYPES OF EMAIL



## BASIC FORMAL EMAIL STRUCTURE

Before we get into different email templates, it's important to know how to build an email yourself. For the most part, every email, regardless of its contents, will follow the same structure with the same basic elements. You should get to know these elements in order to ensure proper and effective email writing as a whole.

The basic elements of professional email writing:



## PROFESSIONAL FORMAL EMAIL EXAMPLES: SPECIFIC FORMATS FOR SPECIFIC GOALS & USES

In order to get a better understanding of how all the elements of an email work together in different types of emails, it's helpful to look at some templates. Here, we'll cover a number of email scenarios and provide you with an example for each one. Each of these letters refers to a specific situation, but you can always tweak the content to make it more relevant to your needs.



## FORMAL EMAIL EXAMPLES

### Email example 1: Announcement



**New Message**— ↗ ×

To

Meet the new Customer Support Representative

Dear team,

I am pleased to introduce you to [Name] who is starting today as a Customer Support Representative. She will be providing technical support and assistance to our users, making sure they enjoy the best experience with our products.




Feel free to greet [Name] in person and congratulate her with the new role!



Best regards,

[Your name]

[Job title]

Send









## FORMAL EMAIL EXAMPLES

Email example 2: Business follow up email



**New Message** — ↗ ×

To

: RE: [subject line of your previous email]

Hi [Name],




Following up on my previous email about the collaboration with your website. I'm still interested in writing a guest post about the best UX practices for dating apps. With 10 years of experience in the mobile industry, I have a lot of insights to share with your audience.



Please let me know if you're interested in collaboration!

Best,

[Your name]

Send





## FORMAL EMAIL EXAMPLES

### Email example 3: Request



**New Message** — ↗ ×

To

Vacation request for September, 10-15

Dear Mr./Ms. [Last name],

I would like to request a vacation from Monday, September 9th till Friday, September 13th.

I will make sure to complete all my current projects and pending tasks in advance before the vacation. My colleagues [Name] and [Name] will cover my responsibilities during my absence.




Looking forward to your approval.


Sincerely,

[Your name]

[Job title]

Send



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## FORMAL EMAIL EXAMPLES

### Email example 4: Question



**New Message**— ↗ ×

To

Do you have student discounts for the Annual Coding Conference?

Greetings,

I would like to ask if you provide student discounts for tickets to the Annual Coding Conference.




I'm a full-time student at the University of Texas and I'm very excited about your event, but unfortunately, the ticket price is too high for me. I would appreciate if you could offer me an educational discount.



Looking forward to hearing from you!

Best,

[Your name]

Send



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## FORMAL EMAIL EXAMPLES

### Email example 5: Complaint



**New Message**— ↗ ×

To

Complaint regarding the quality of the headphones

Hi there,

I purchased the headphones at Perfect Music on Monday, August 11. Later, I discovered that the left headphone wasn't working. Unfortunately, the staff refused to replace the headphones or return my money although I provided the receipt.




I'm deeply disappointed about the quality of the product and the disrespectful treatment I received in your store.


I hope to have this issue resolved and get my money back, otherwise, I will have to take further actions.

Best,

[Your name]

Send



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## FORMAL EMAIL EXAMPLES

### Email example 6: Response to a complaint



**New Message**— ↗ ×

To

I'm sorry for the unpleasant experience you had in our store and I can understand your frustration. I have forwarded your complaint to our management team, and we'll do our best to make sure this never happens again.




I refunded your purchase, and your funds should be with you shortly. We also want to offer you a 10% discount for your next purchase in our store. Please use this promo code to get a discount: [link].



Please accept our apologies for the inconvenience you had.

Best regards,

[Your name]  
[Job title]  
[Contact details]

Send







## FORMAL EMAIL EXAMPLES



Email example 7: Thank you email for work done or service rendered

New Message

To




Hi [name]



Thank you so much for [action they did] It was such a pleasure to work with you, and I'm very excited about the next opportunity to work together again. Please don't hesitate to contact me if I can provide any additional information.

Best regards,

[name and job title]

Send





Email example 7: Sample reminder email

New Message

To

Hi [name],




I'm sure your schedule is very busy, so this email is simply to remind you of your upcoming interview with [name] who is a candidate for [name of position].



The interview will be at [time] on [date] in [location]. Please let me know if there's anything I can help you with to prepare to interview this candidate.

Best,

[Your name]

Send







## FORMAL EMAIL EXAMPLES

Email example 8: Thank you email for a job interview.



**New Message**— ↗ ×

To

Dear [name of hiring manager],  
I enjoyed speaking with you the other day at the interview for the [job name].  
The job appears to be an ideal match for my skills, ambitions, and interests.




The innovative approach to the corporate culture within the [job field] world  
confirmed my wish to work at your firm.



I will bring my engineering skills, assertiveness, and ability to engage others to  
work in a cooperative way within the [name of department] department.  
Thank you for taking the time to interview me for the [position title] at  
[company]. I have a high level of interest in working for your firm and I look  
forward to hearing from you.

Best Regards,

[name]

Send







## SAMPLE BUSINESS EMAILS

Email example 1: Introduction email to a client – sample email to approach a new client



**New Message** — ↗ ×

To

Dear [Sir/Madame/Name],

I would like to take a moment to introduce myself and my company. My name is [name] and I am a [job title] at [company name]. Our company provides customers with cutting-edge technology for all their email signature needs.




At [company name], there are a number of services we can offer, such as [short list of services]. Our employees are also highly dedicated and are willing to help you with your every need.


I'd love the opportunity to speak or meet with you to discuss your needs further and to tell you more about how [company name] can help you succeed. You can contact me at [phone number] with any questions you may have.

Thank you,

[Your name]

Send



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## SAMPLE BUSINESS EMAILS

Email example 2: Proposal submission email



**New Message** — ↗ ×

To

Dear [Name],

Please find enclosed to this email the proposal you requested regarding your website audit.




We hope that you will find this proposal helpful and insightful and that it meets your expectations. Of course, if you would like to make any adjustments or go in a different direction, feel free to let us know and we'd be happy to discuss with you.


Thank you for entrusting [your company name] with your website audit, and we hope to hear back from you soon.

Best regards,

[Name and job title]

Send



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## SAMPLE BUSINESS EMAILS

Email example 3: Sending quotation email



**New Message**— ↗ ×

To

Dear [customer name],




We'd like to thank you for sending in your inquiry on [date] regarding a quotation for auditing your website. Based on an initial estimation, we are happy to offer you a quotation based on your requests. Please find the official pricing quote attached to this email. Note that this quotation includes [list of services], but should you want additional services, we'd be happy to discuss it further with you and provide another quotation.


Please do not hesitate to get back to us with any questions about the quotation or our services.

Yours sincerely,

[Your name and job title]

Send



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## SAMPLE BUSINESS EMAILS

Email example 4: Email asking for feedback



**New Message**— ↗ ×

To

Hi [customer name],




We really appreciate you using our services on [date] and we'd like to get your feedback on your experience. Please follow the link [insert link] to complete a short survey regarding your experience. This survey shouldn't take any longer than 2 minutes and it will help us improve our products and services in the future.



We want to thank you in advance for your time and hope that you enjoyed your experience with [company name].

Best,

[Name and/or company name]

Send







## TECHNICAL EMAILS

Email example



**New Message** — ↗ ×




To



Good afternoon Charles, Tech Team Leader,

There happens to be an issue with the promo info on the website page. It has come to our attention that some customers are inputting the 2 for 1 promo code for the HD Blue Model at checkout, and it doesn't apply to their final total. I know that it might be a technical issue; however, we looked into it and noticed that the promo is marked on the HD Gold Model instead. Please inform us once the issue has been corrected when you get a chance.

Thank you,

Greg, Sales Team

Send   



## MEMO EMAILS



### Example Memo emails 1:

New Message

To

Company Guideline Update

To: Company Staff

From: HR




Date: March 2, 2021



Subject: Company Guideline Update

As of March 1,2021, the staff is expected to follow the new company guidelines. Take some time to review the new company guidelines since there are some new updates that we should all be aware of. If you have any questions please make an appointment to speak with Sharon Lee in HR at your earliest convenience.

Thanks in advance.

Send





### Example Memo emails 2:

New Message

To

Promo Launch

To: Apple Marketing Team

From: Sales Department




Date: April 2,2020



Subject: Promo Launch

We would like to send you a big round of applause from the Sales Department Team. Your marketing strategy is making our customers have a smooth on-line shopping experience. Thanks to the presentation that you gave last week, we were able to answer all of the questions our customers had. We appreciate all that you do.

Thank you.

Send







## BEGINNING AN EMAIL

1. Thank you for your message/ema /phone call.
2. I hope you are doing well.
3. I hope you had a great weekend.
4. I hope this finds you well.
5. Just checking in.
6. Thanks again for your help.
7. It was great talking to you.
8. It was great meeting you.
9. Thanks for the additional info.
10. Just wanted to send you a quick note to...
11. How is everything?
12. Thanks for the quick response.
13. Thanks for your help with...
14. I have a quick question.
15. I have a quick request.
16. Thanks for the update.
17. Just checking in to make sure that...
18. I wanted to reach out to you because...
19. I am looking forward to...
20. It is great to hear from you.



## 20 PHRASES FOR CLOSING AN EMAIL

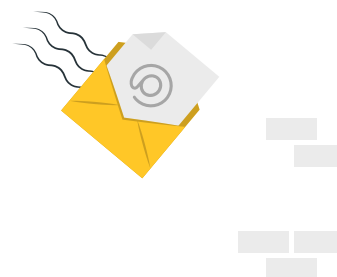


### Expressions for thanking

1. Thank you for your help. / time / assistance / support.
2. I really appreciate the help./ time / assistance / support you've given me.
3. Thank you once more for your help in this matter

### Expressions with a future focus

1. I look forward to hearing from you soon /meeting you next Tuesday.
2. I look forward to seeing you soon.
3. I'm looking forward to your reply.
4. We hope that we may continue to rely on your valued custom.
5. We look forward to a successful working relationship in the future.
6. Please advise as necessary.
7. I would appreciate your immediate attention to this matter.



### Expressions for showing them you want to help

1. If I can be of assistance, please do not hesitate to contact me.
2. If you require any further information, feel free to contact me.
3. If you require any further information, let me know.
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.
7. Should you need any further information, please do not hesitate to contact me
8. Please contact me if there are any problems.
9. Let me know if you need anything else
10. Drop me a line if I can do anything else for you





## EMAIL BASICS



	FORMAL/NEUTRAL	INFORMAL
Name	Dear Mr/Ms/Mrs Dupuis Dear Mary	Hi/Hello Mary Mary,... (or no name at all)
Previous contact	Thank you for your email of ... Further to your last email,... I apologize for not getting in contact with you before now.	Thanks for your email. Re your email, ... Sorry I haven't written for ages, but I've been really busy.
Reason for writing	I am writing in connection with ... I am writing with regard to ... In reply to your email, here are ... Your name was given to me by ... We would like to point out that...	Just a short note about ... I'm writing about ... Here's the ... you wanted. I got your name from ... Please note that ...
Giving information	I'm writing to let you know that... We are able to confirm that ... I am delighted to tell you that ... We regret to inform you that ...	Just a note to say ... We can confirm that ... Good news! Unfortunately, ...
Attachments	Please find attached my report. I'm sending you ... as a pdf file.	I've attached ... Here is the ... you wanted
Asking for information	Could you give me some information about ... I would like to know ... I'm interested in receiving/finding out ...	Can you tell me a little more about ... I'd like to know ... Please send me ...
Requests	I'd be grateful if you could ... I wonder if you could ... Do you think I could have ... ? Thank you in advance for your help in this matter.	Please could you ... Could you ...? Can I have ...? I'd appreciate your help on this.
Promising action	I will ... I'll investigate the matter. I will contact you again shortly.	I'll ... I'll look into it. I'll get back to you soon.



## EMAIL BASICS

	FORMAL/NEUTRAL	INFORMAL
Offering help	Would you like me to ...? If you wish, I would be happy to.. Let me know whether you would like me to ...	Do you want me to ...? Shall I ...? Let me know if you'd like me to...
Final comments	Thank you for your help. Do not hesitate to contact us again if you require any further information. Please feel free to contact me if you have any questions. My direct line is ...	Thanks again for ... Let me know if you need anything else. Just give me a call if you have any questions. My number is ...
Close	I'm looking forward to ... (+ ing) Give my regards to ... Best wishes Regards	Looking forward to ... (+ ing) Best wishes to .. Speak to/see you soon. Bye (for now)/All the best





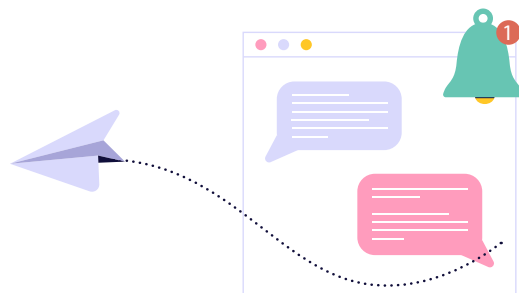
## NEGOTIATING A PROJECT

Asking for information	What are your usual charges (fees/rates) or...? Can you give me some more information about...?
Requests	Do you think you could ...? / Would you be able to ...?
Emphasizing a main point	My main concern at this stage is .../ The main thing for me is ...
Asking for a suggestion	How do you think we should deal with this? What do you think is the best way forward?
Making a suggestion	Why don't you ...? / What about if we ...?
Negotiating: being firm	I understand what you're saying about...(but ...) I can see what you're saying, but ...
Negotiating: being flexible	We would be prepared to ... (if ...) / I am willing to ... (if ...)
Negotiating: agreeing	Okay, I'm happy with that for now. That's fine.
Next steps	I'll be in touch again soon with more details. Let's talk next week and see how things are going.
Closing	I look forward to working with you. I'm sorry that we couldn't use your services this time, but I hope there will be another opportunity

## CHECKING UNDERSTANDING



Technical problems	<p>Did you get my last message sent on ...? Sorry, you forgot to attach the file. Can you send it again? I got your email, but I can't open the attachment. Did you mean to send this? I don't want to open it in case it's got a virus.</p>
Asking for clarification	<p>I'm not sure what you meant by ...? could you clarify? Which ... do you mean? / Are you sure about that? I don't understand this point. Can you explain in a little more detail?</p>
Giving clarification	<p>Sorry, what I meant was ..., not ... I thought..., but I may be wrong./ I'll check and get back to you. The correct information is given below. Please amend your records accordingly. Sorry, forget my last email. You're right</p>
Negotiating: being flexible Close	<p>We would be prepared to ... (if ...) / I am willing to ... (if ...</p>
	<p>I hope this clarifies the situation. / Get back to me if there's anything else.</p>





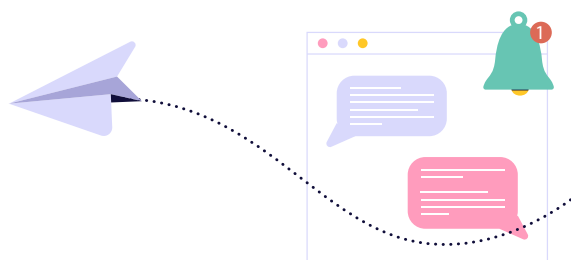
## ARRANGING A MEETING

	FORMAL/NEUTRAL	INFORMAL
Reason for writing	I'm writing to arrange a time for our meeting. What time would be convenient for you?	Just a quick note to arrange a time to meet. When would it suit you?
Suggesting time/place	Suggesting time/place	How about (day) at (time)? Are you free sometime next week?
Saying when you are/ are not free	I would be able to attend the meeting on Thursday morning. I'm out of the office until 2pm. Any time after that would be fine. I'm afraid I can't manage next Monday	I'm free Thursday am. I won't be around until after lunch. Any time after that is okay. Sorry, I can't make it next Monday.
Confirming	I'd like to confirm ... That's fine. I will call/email you tomorrow to confirm the details.	Thursday is good for me. That should be okay. I'll get back to you if there's a problem.
Changing arrangements	This is to let you know that I will not be able to attend the next meeting next Thursday. I wonder if we could move it to ...? I apologize for any inconvenience caused.	Re our meeting next week, I'm afraid I can't make it on Thursday. How about... instead? Sorry for the inconvenience.
Close	I look forward to meeting you in Brussels. Let me know if you need to change the arrangements.	See you in Brussels. Give me a call if anything changes.



## INVITATIONS

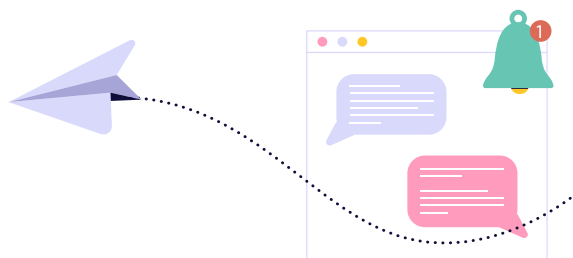
	FORMAL/NEUTRAL	INFORMAL
Inviting	We would be very pleased if you could come to ... I would like to invite you to ... / attend our ... Please let me know if you will be able to attend.	I'm writing to invite you to ... Would you like to come to ...? Please let me know if you can make it.
Prepare	Before the meeting it would be useful if you could prepare ... It would be helpful if you could bring ...	Please prepare... before the meeting. Please bring to the meeting ...
Accepting	Thank you for your kind invitation. The date you suggest is fine. I would be delighted to attend the meeting. I am sure it will be very useful.	Thanks a lot for the invitation. The date's fine for me. I'd love to come to the meeting. It sounds like a great idea.
Refusing	Thank you for your kind invitation. Unfortunately, I have another appointment on that day. Please accept my apologies. I hope we will have the opportunity to meet on another occasion in the near future. I am sure that the meeting will be a great success.	Thanks a lot for your kind invitation. Unfortunately, I have something else in my schedule on that day. I hope we can meet up soon. Good luck with the meeting!





## WRITING STYLES

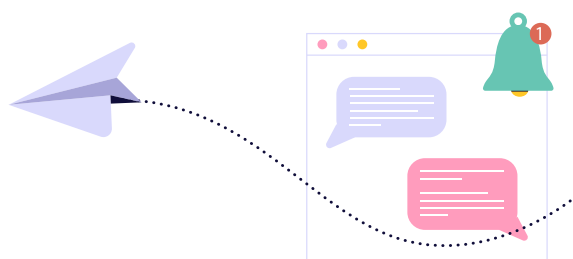
	FORMAL/NEUTRAL	INFORMAL
Example phrases	<p>Thank you for your email received 12 Feb. With regard/reference to ... I would be grateful if you could ... We regret to advise you that ... Please accept our apologies for ...</p> <p>I was wondering if you could ... We note that you have not ... We would like to remind you that ...</p> <p>... It is necessary for me to ... It is possible that I will ... Would you like me to ...? However, .../In addition, ... / Therefore, ... If you require any further information, please do not hesitate to contact me. I look forward to meeting you next week</p>	<p>Thanks for the email.</p> <p>Re ... Please could you ... I'm sorry to tell you that ... I'm sorry for ...</p> <p>Could you ...? You haven't... Don't forget that ...</p> <p>I need to ... I might ... Shall I ...?</p> <p>But, ... / Also, ... / So, ...</p> <p>If you'd like more details, let me know.</p> <p>See you next week.</p>
Latin / Anglo-Saxon origin	Assistance / due to / enquire / inform / information / obtain / occupation / possess / provide/ repair / request / requirements/ verify	Help / because of / ask / tell / facts / get / job / have / give / fix / ask for / needs / check (prove)





## DIRECT / INDIRECT

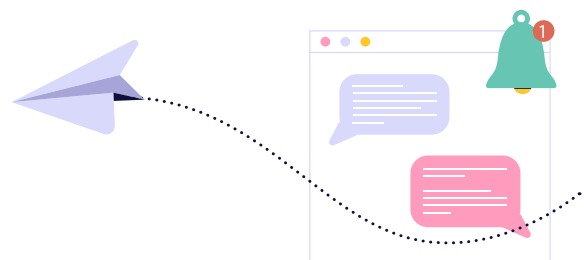
	DIRECT	INDIRECT: POLITE/ DIPLOMATIC
Requests	Can you ...? Please could you ...	Could you ...? I was wondering if you could...
Asking for permission	Can I ...? Could I ...?	Is it all right if ...? I wonder if I could ...?
Offering help	Can I ...? / Shall I ...?	Would you like me to ..?/ Do you need any help with ...?
Making a suggestion	What about... (+ing)? Shall we ...?	Why don't we...? Perhaps we should ...?
Softening a strong comment	There is a problem.  That will be very expensive.  We can't do that . That gives us very little time. It will be better to ask Heidi.  I disagree.	I'm afraid there is a small problem. It seems there is a slight problem. That might be quite expensive.  Won't that be a bit expensive? I'm not sure we can do that. Actually, that doesn't give us much time. Wouldn't it be better to ask Heidi? I can see what you're saying, but ... Don't you think that ...? To be honest, I think it might be better to ...





## REQUEST FOR INFORMATION (CUSTOMER)

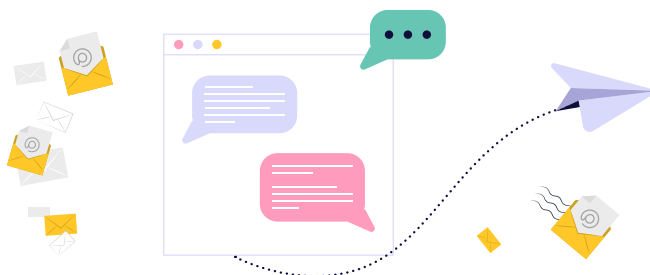
Saying how you got the contact	We met last Thursday on your stand at the MunichTrade Fair. I am emailing you off your web site, which I found through Google.
Giving reason for writing	We are a manufacturer / supplier / provider of ...We are interested in ... We are a Turkish company exporting to the EU, and we need ...
Giving clarification	We are a manufacturer / supplier / provider of ...We are interested in ... We are a Turkish company exporting to the EU, and we need ...
General requests	We would be grateful for some information about ... Please send us information about your product range and prices.
Specific requests	In particular, we would like to know ... Please send full details of your prices, discounts, terms of payment and delivery times. Could you also say whether there is any minimum order.
Close	An early reply would be greatly appreciated. I look forward to an early reply, and am sure that there is a market for your products here in Hungary.





## GIVING INFORMATION (SUPPLIER)

Thanks	Thank you for your email of 4 June inquiring about ...
Giving reason for writing	We can quote a price of ... CIF / FOB Istanbul. We can offer a discount of ... on orders over ... . We require payment by bank transfer / letter of credit. Our normal procedure is to ... Our normal terms for first-time customers are ... We can supply the items you require directly from stock.
Saying what you are attaching	I am attaching a document that gives full details of ... I am attaching our current catalogue and price list as a pdf file.
Highlighting one or two keypoints	You will see that ... You will note that our line of ... is on special offer
Answering specific questions	You will also note that ... Our experience in this field includes... We dispatch the goods within 24 hours of a firm order, and for first-time customers our minimum order is \$ 1,000. I am afraid that model is no longer available. However, ...

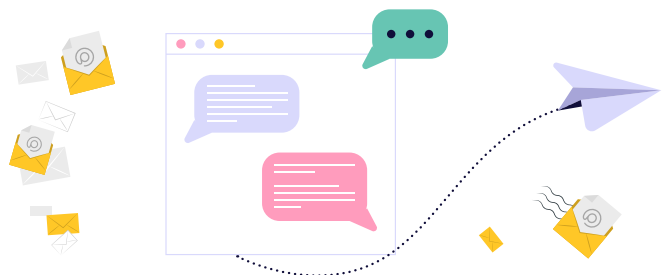


## MAKING AN ORDER (CUSTOMER)

Open	Thank you for your recent email, and we accept your quotation. Our completed order form is attached, and we give full bank details below.
Close	Please acknowledge receipt of this order.

## CONFIRMING AN ORDER (SUPPLIER)

Open	<p>Your order has been received.</p> <p>We can confirm that your goods have been shipped.</p> <p>You can track shipping details on our website.</p> <p>Due to exceptional demand these items are temporarily out of stock. We hope to be able to ship your order within ... days and will keep you fully informed. We apologize for any inconvenience this may cause.</p>
Close	<p>We are confident that the goods will meet your expectations. Should there be any questions, please do not hesitate to contact me, either by email or phone.</p>



## ASKING FOR PAYMENT (SUPPLIER)

First reminder–open	We are writing concerning a payment of \$12,600 for invoice number KJ678 which is now overdue. A copy of the invoice is attached. According to our records, the sum of \$4,500 is still outstanding on your account
First reminder – action	Please send a bank transfer to settle the account, or an explanation of why the balance is still outstanding. If you have already dealt with this matter, please disregard this email. We could appreciate your cooperation in resolving this matter as soon as possible.
Second/third reminder – open	On (date) I wrote to you regarding your company's unpaid account , amounting to \$4,500. May we please remind you that this amount is still outstanding. I wish to draw your attention to my previous emails of (dates) about the overdue payment on your account. We are very concerned that the matter has not yet received your attention.
Second/third reminder – action	We need a bank transfer in full settlement without further delay. Clearly, this situation cannot be allowed to continue, and we must ask you to take immediate action to settle your account. If you have any queries on this mater, please do not hesitate to contact me. Thank you for your cooperation.
Final demand– open	Following my emails of (dates) I must inform you that we have still not received payment for the outstanding sum of \$4,500. I wrote to you on(dates) regarding the balance of \$12,600 on your account. I attach copies of both emails. This sum is now two months overdue. We are very concerned that the matter has not yet received your attention.
Final demand – action	Unless we receive payment within seven days, we shall have no alternative but to take legal action to recover the money. In the meantime, your existing credit facilities have been suspended.

## COMPLAINING (CUSTOMER)

Open	<p>I am writing ... in connection with my order FS690 which arrived this morning. to complain about the quality of a product I bought from your website. to complain about the poor service we received from your company. to draw your attention to the negative attitude of some people in your customer services section</p>
Complaint	<p>Our order dated 16 September clearly stated that we wanted 1,000 items, however you ... The goods were faulty/ damaged / in poor condition. There seems to be an error in the invoice/a misunderstanding. The equipment I ordered has still not been delivered, despite my phone call to say that it is needed urgently. The product I received was well below the standard expected. To make matters worse, when I called your company staff ...</p>
Request for action	<p>Please replace the faulty goods as soon as possible. We must insist on an immediate replacement / full refund. Unless I receive the goods by the end of this week, I will have no choice but to cancel my order.</p>
Close	<p>I hope that you will deal with this matter promptly as it is causing me considerable inconvenience.</p>

## APOLOGIZING (SUPPLIER)

Open	I am writing in relation to your recent complaint.
Apologizing	I was very concerned to learn about ... Please accept my sincere apologies. I would like to apologize for the inconvenience you have suffered.
Denying responsibility	We appreciate that this has caused you considerable inconvenience, but we cannot accept any responsibility in this matter.
Promising action	Can you leave it with me? I'll look in to the matter and get back to you tomorrow. I have looked into the matter and ... I have spoken to the staff involved, and ... We will send replacement items / give you a refund immediately. I can assure you that this will not happen again. We're having a temporary problem with..... We're doing everything we can to sort it out.
Compensation	To compensate for the inconvenience, we would like to offer you ...
Close	Thank you for bringing this matter to my attention. Please accept my assurance that it will not happen again. Once again, I hope you will accept my apologies for the inconvenience caused. I very much hope you will continue to use our services in the future. If you have any further queries, please do not hesitate to contact me on my direct line...

## PERSONAL

### Being Friendly

You heard something, but you are not sure	It seems that ... Apparently, ...
Something is true, but surprising	Actually, ...In fact, ...
Something is obvious or already known	Obviously, ...Of course ...
Good/ bad fortune	Unfortunately, ... Luckily, ...
Saying what you really think	To be honest, ... Frankly, ...
Going back to a topic	Well, ... So, ... Anyway, ...
Changing the topic	Anyway, ...So, ... By the way,...
Summarizing with the most important point	Anyway, ... Basically, ...



## ASKING FOR ADVICE

	FORMAL/NEUTRAL	INFORMAL
Open	I'd like your advice about a problem I have	I've got a bit of a problem.
Asking for advice	I was wondering if you had any ideas about ...? What would you advise me to do?	Do you have any ideas about ...? What should I do?
Close	Please write back when you have the time and let me know what you think	Please email me when you get the chance.

## GIVING ADVICE

	FORMAL/NEUTRAL	INFORMAL
Open	I was sorry to hear about your current difficulties.	I'm sorry you're having such a hard time at the moment.
Giving advice	I think it might be a good idea to ... Have you thought of ...(+ing)?	I think you should ... What about ... (+ing)?
Result	This would mean that ...	That way,...
Options	I think this option would be preferable to ... (+ing)	I think it's better than ... (+ing)
Close	I hope I have been of some help	I hope I've helped a bit



## SUGGESTIONS

Making a suggestion	I think we should/ I suggest that we / Let's go to ... Shall we / Perhaps we could/Why don't we go to ...? I suggest... /How about going to ...?
Accepting	It's a great idea! I think your idea would work really well. It might be worth trying.
Rejecting	I'm not so sure about your idea. It sounds like a good idea, but I don't think it would work in practice. It sounds like a good idea, but I can see one or two problems.

## SPECIAL SITUATIONS

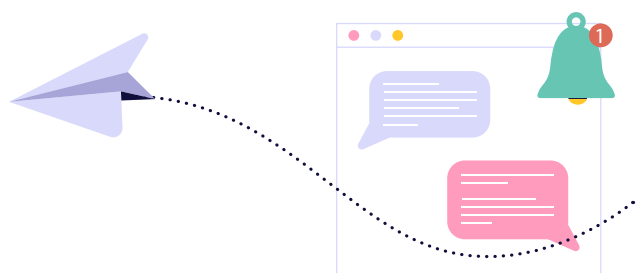
Thanks	Just a quick note to say many thanks for ... I really appreciate everything that you have done.
Good luck	Good luck with ...I would like to take this opportunity to wish you every success in the future.
Congratulations	Many congratulations on your promotion/ new job. I was delighted to hear the news about... Well done!
Best wishes	Please give my best wishes/regards to ...





## JOB APPLICATION

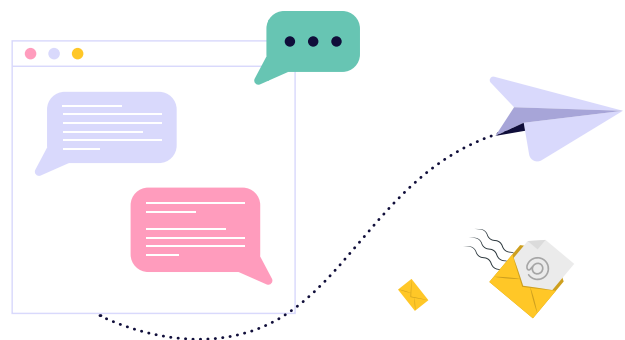
Greeting	Dear Sir/Madam
Reason for writing	With reference to your advertisement on the ... website, I am interested in applying for the post of...
Your background and experience	I am 26 years old and am currently studying for a degree in ... at ... University. For the last two months I have been working as a ... at ....
The job itself	I am interested in this job because ... I feel that I would be well-suited for this job/have a lot of experience in ...
Referring to your CV	I have attached my CV as a Word document. You will notice that I ... as well as ... . You will also notice that ...
Final comments	I would be grateful if you would consider my application. You will see from my CV that two people can be contacted as references, one is ... and the other is from ... . I am available for an interview in person/ by phone any week/day/afternoon, and you can email me or telephone me on the number below.
Close	I look forward to hearing from you soon. Yours faithfully



## REPORTS

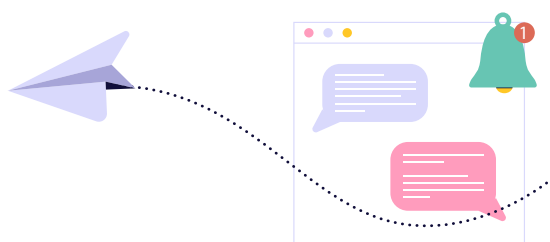
### REPORT STRUCTURE

Introduction / Background	As requested at the Board meeting of 18 April, here is my report. The report will discuss / consider / describe / analyze / review... The report is based on ... I have divided the report into three sections.
Findings	The findings / figures / results/ investigations show that ... It appears that ... . This has led to a situation where ... The graph/table shows that ...
Sign posts	As it can be seen in table 1 / section 2 / figure 3, ... As mentioned above, ... / ..., see below. ...and I will discuss this in more detail below/in section 3.2.
Conclusion / Recommendations	I (would like to) suggest/recommend that ... My specific recommendations are as follows.
Closing comments	Please have a look at the report and let me have your comments. Please feel free to contact me if you have any questions



## LINKING WORDS

Sequence	Firstly / secondly / finally
Talking generally	In general / usually / on the whole
Contrast	However / nevertheless / on the other hand
Adding another point	In addition / moreover / on another point
Examples	For example / for instance / e.g.
Alternatives	Either ... or ... / alternatively / instead of ...
Real (surprising) situation	In fact, / actually, / as a matter of fact
Something is obvious	Clearly / obviously / of course
Most important point	Especially / above all / in particular
Rephrasing	In other words/ that is to say / i.e.
Result/consequence	As a result / therefore / for this reason
New topic	In relation to / regarding / with reference to



## CAREFUL, BALANCED STYLE

Giving both sides of an argument	In general ..., however ... On the whole ...,but ...
Making a statement less general	Many / some ... Usually / typically / often ...
Making a statement less certain	It is possible / probable that ... It seems / appears that ... ... tends to be...
Making a comparison less strong	Substantially / considerably / much (+ comparative adjective) Significantly / relatively (+ comparative adjective) Marginally / slightly (+ comparative adjective)
Concluding	On balance, ... Taking all the above points into consideration, ...



# 150+ USEFUL EMAIL PHRASES THAT WILL MAKE YOUR LIFE EASIER

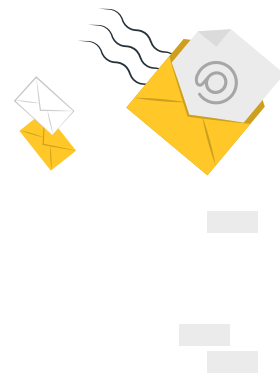


## Opening Lines

1. Being social
2. Emailing first
3. Replying
4. Apologizing

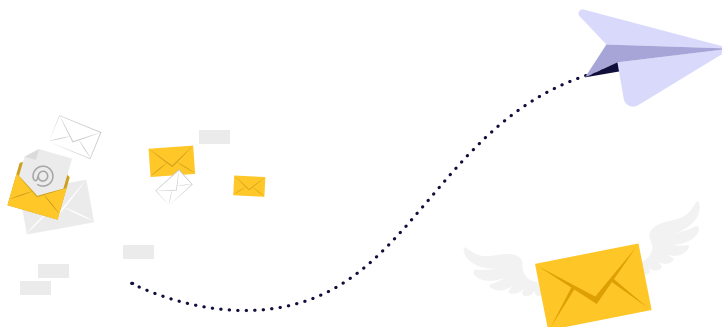
## Body Lines

1. Attachments and information
2. Asking for clarifications Sharing information
3. Getting and giving
4. Scheduling
5. Giving bad news
6. Requests and enquiries



## Closing Lines

1. When something is expected
2. Offering help or information
3. Apologizing
4. Closing greetings



## OPENING LINES

### Being social

By adding these at the beginning of your emails you will sound more friendly and social.

I hope you had a good weekend.

I hope you had a great trip.

Hope you had a nice break.

I hope you are well.

I hope all is well.

Hope you're enjoying your holiday.

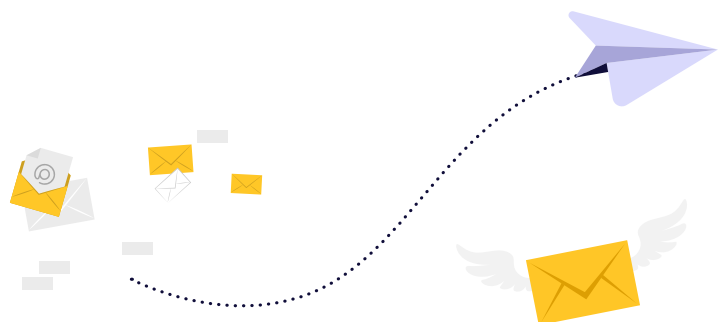
I hope this email finds you well.

I hope you enjoyed the event.

I'm glad we had a chance to chat at the convention.

It was great to see you on Thursday.

It was a pleasure to meet you yesterday.



## EMAILING FIRST

Are you the one emailing first? Try these:

I am writing to you about our last meeting/your presentation yesterday/our next event.

I am writing to you with regards to/regarding/concerning/in connection with...

I am writing to ask/enquire/let you know/confirm/check/invite you to/to update you on/ask for a favor...

I am writing you to follow up on...

I am contacting you to inform...

I am reaching out because...

This is just a quick note to...

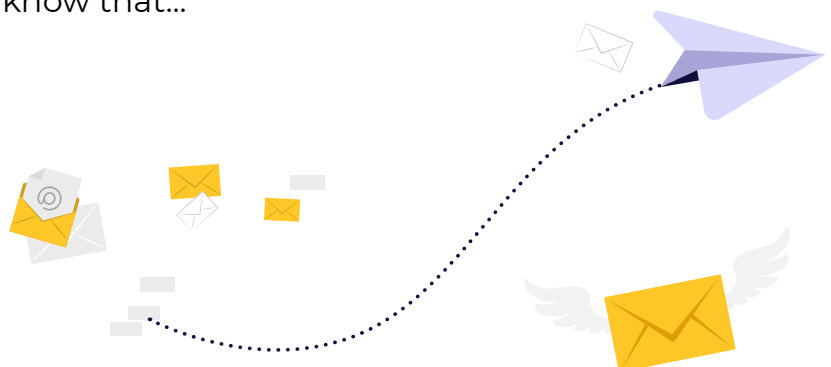
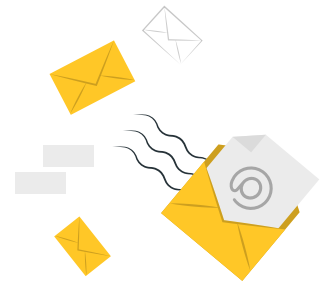
This is just a quick reminder...

I wanted to let you know that...

Might I take a moment of your time to... (very formal)

It's [Your Name] from [Your Company].

This email is just to let you know that...



## REPLYING

I just got your request for...

I just read your email about...

As we discussed, I would like to send you...

Thank you for your email about...

Thanks for your email this morning/yesterday/on Wednesday/last month...

Thanks for your feedback on/your invitation/your suggestion.

Thanks for sending/asking about/attending.

Thanks for your quick reply.

Thanks for getting back to me so quickly.

## APOLOGIZING

Sorry for my late reply.

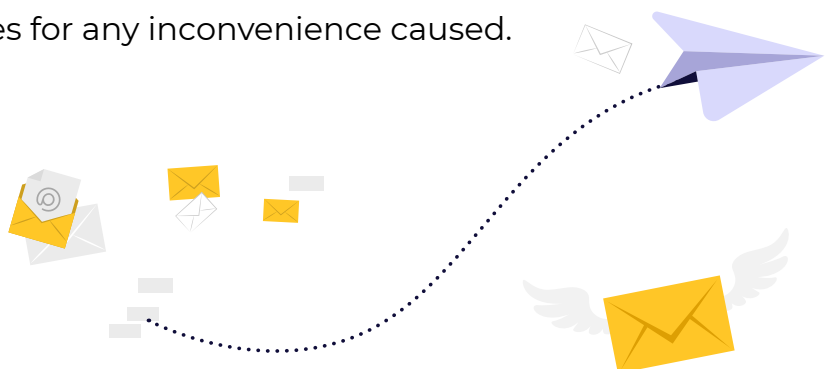
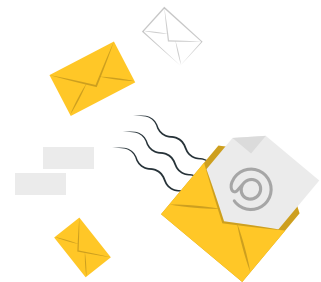
Sorry it took me so long to get back to you.

I apologize for the late response.

Sorry it's been so long since my last email.

I was sorry to hear about...

Please accept our apologies for any inconvenience caused.





## BODY LINES

### Attachments and information

I've attached...

Please find [file] attached.

I'm enclosing [file].

Please see the information below for more details about...

The parts in bold/in red/in blue are my comments/are the changes we made.

Here's the document that you asked for,

I've attached [file] for your review.

I'm sending you [file] as a pdf file.

The attached file contains...

Could you please sign the attached form and send it back to us by [date]?

Here's the [document] we discussed.

Please take a look at the attached file.

Take a look at the [file] I've attached to this email.

I've attached [file].

More information is available at [www.website.com](http://www.website.com).

Please note that...



## REQUESTS AND ENQUIRIES

Could you please...?

Could you possibly tell me...?

Can you please fill out this form?

I'd really appreciate it if you could...

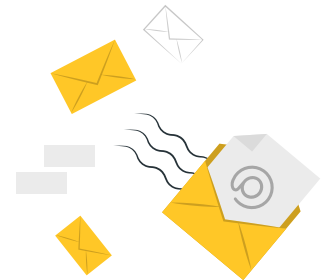
I'd be very grateful if you could...

It would be very helpful if you could send us/me...

I was wondering if you could/if you would be able to...

If possible, I'd like to know (more) about...

Please find my two main questions below.



## ASKING FOR CLARIFICATIONS

I didn't/don't fully understand [something]. Could you please explain that gain?

I didn't quite get your point about [something]. Could you be more specific?

Could you repeat what you said about...?

Could you give us some more details on...?

Could you please clarify [something]?

Could you please clarify when you would like us to finish this?

When exactly are you expecting to have this feature?

Here are the details on...

Could you please clarify what you would like us to do about...?

If I understood you correctly, you would like me to...

What exactly do you mean by [something]?

Could you explain what you mean by [something]?

In other words, would you like us to...

## SHARING INFORMATION

Use these helpful phrases when you need to give or receive some information (or when you already did).

Thank you for letting me know.

Thank you for the heads up.

Thank you for the notice.

Please note...

Quick reminder...

Just a quick/friendly reminder that...

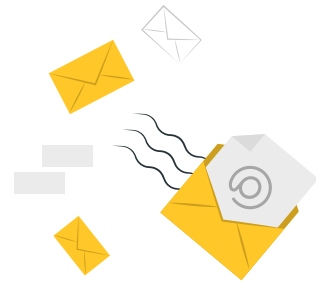
Thank you for sharing.

I'd like to inform you that...

Just a quick heads up -

Thanks for keeping me in the loop.

Please keep me informed/posted/updated/in the loop.



## GETTING AND GIVING APPROVAL

Please let me know if this is OK with you.

What are your thoughts (on this)?

What do you think?

Please let me know what you think.

We just need the thumbs up/the green light. (=we're waiting for approval)

You (totally) have the green light!

He approved of it, so you can go ahead with the project.

## SCHEDULING

I'd like to schedule a meeting on [day] if you are available/free then.

I am available on [day], if that's convenient for you.

Would you be available on [day]? If so, I'll send you an invite shortly.

Can you make it on [day]? If so, I'll book accordingly.

I'm afraid I can't make it on [day]. How about...?

(Due to...) I'm afraid we need to reschedule/delay/postpone/put back/cancel/call off/move/rearrange our meeting.

We are sorry to inform you that the interview/meeting scheduled for [day] will have to be rescheduled.

## GIVING BAD NEWS

Unfortunately, ...

Unfortunately, we cannot/we are unable to ...

I'm afraid it will not be possible to...

Unfortunately, I have to tell you that...

I'm afraid that we can't...

We regret to inform you that...

I regret to inform you that (due to...) ...

After careful consideration we have decided (not) to ...

Due to [reason], it won't be possible to...

It's against company policy to...

I tried my best, but...

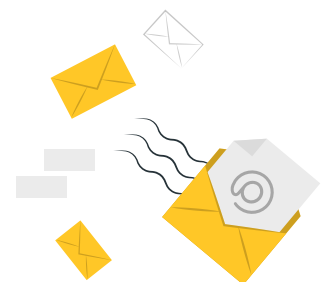
Despite my best efforts, ...

I can't see how...

I'm sorry but it's out of my hands.

I'm afraid I won't be able to...

I'm sorry to tell you that...



## BODY LINES

### When something is expected

Do you need a reply? Are you asking for a favor or you are meeting soon?  
These sentences are perfect for those moments!

Looking forward to hearing from you soon.

I look forward to hearing from you soon.

Please let me know if this works/if you are available/if that sounds  
good/if you can/if you can help/if you need to reschedule...

I look forward to seeing/meeting you.

See you on Thursday/next week.

Thanks.

Thank you in advance.

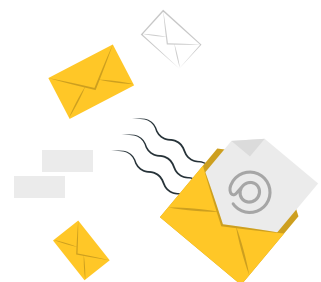
Thank you for everything.

Cheers.

Any feedback you can give me on this would be greatly/highly/much appreciated.

If you could have it ready by tomorrow/the end of next week, I  
would really appreciate it.

I would appreciate your help in this matter.



## OFFERING HELP OR INFORMATION

I hope you find this helpful.

I hope it's clearer now.

I hope that answers all your questions.

If we can be of any further assistance, please let us know.

Let me know if you need any help.

For further details...

If you have any (more) questions (about)...

In the meantime, if you need any more information,

I you need more information/more info/further information,

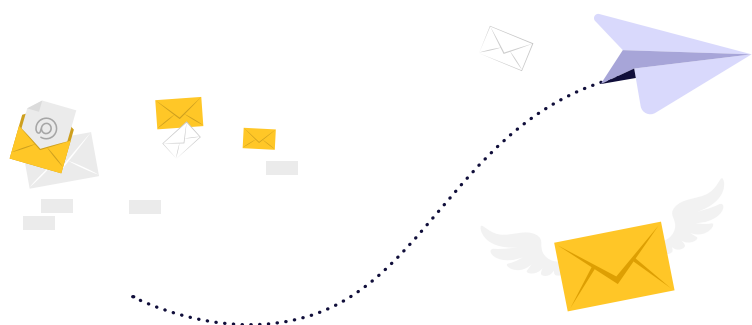
I know that's a lot to take in, so let me know if anything I've said doesn't make sense.

... please do not hesitate to contact me.

... please feel free to contact me/to get in touch.

... please let me know.

... drop me an email/drop me a line.



## **APOLOGIZING**

Thanks for your understanding/for your patience.

Thanks again for your understanding/for your patience.

Once again, please accept our apologies for any/the inconvenience caused / for the delay/ for the misunderstanding.

I hope this is okay with you.

I really hope we can find a solution soon.

I hope you can understand.

Sorry I couldn't be of more help.

## **CLOSING GREETINGS**

Best regards,

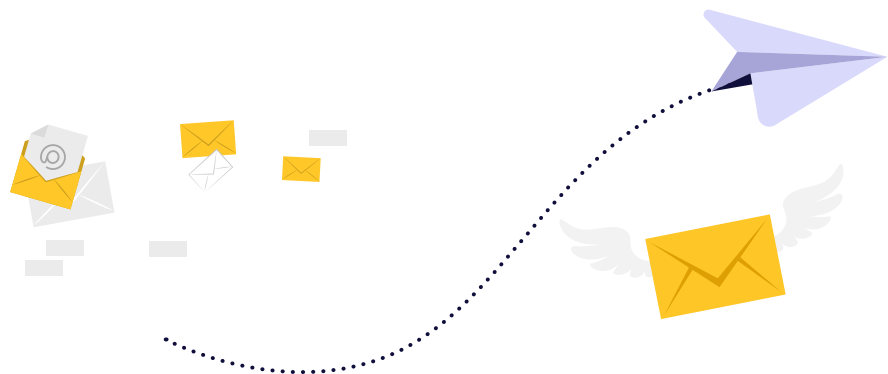
All the best,

Best wishes,

Cheers,

Have a great weekend!

Have a wonderful day



## AESTHETICS OF A FORMAL EMAIL

Before you even get started on the content of your email, you want to make sure the aesthetic is appealing and not too out of the ordinary.

Of course, you want to capture the attention of your recipient, but you also want to appear professional, so keep the Comic Sans font out of the equation. What sort of aesthetics should you pay attention to in a formal email? Let's take a look.

### CHOICE OF FONT

Don't start reinventing the wheel here. It's better to go with a safe bet instead of a creative option when selecting a font. Choose a font that's easy to read and skim, since if you're sending a longer email it's possible your recipient will just skim its contents. Therefore, you want the font to be clear and the letters to be far enough apart.

We suggest going with fonts like Georgia, Verdana, Arial, or Times New Roman





# HOW DO I IMPROVE MY EMAIL WRITING SKILLS?

## Practice optimizing your subject lines

Your subject line is the first thing a recipient sees when they receive your email. Therefore, it's important that it's optimized as much as possible. Keep these tips in mind when coming up with your subject line:

Keep it short, no more than 40 characters is ideal

Make it personal, use the recipient's name if you have it

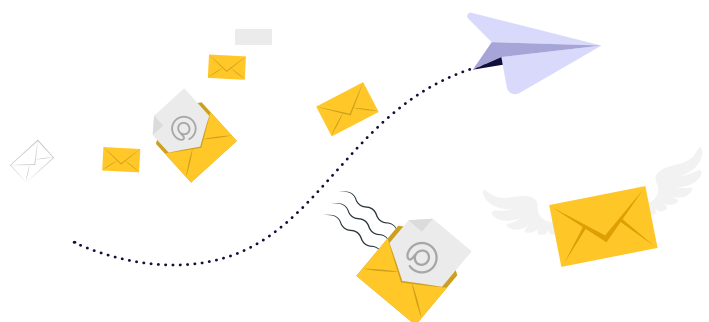
Use a call to action, like "let's set up a meeting today"

Create a sense of urgency, such as "offer expiring soon"

## Practice summarizing your main point for your email openings

Once you get your recipient to open your email, you don't want to bore them right away. You have to keep things interesting, relevant, and straight to the point. That's why it's crucial to put your main point somewhere in the first sentence, or at least the first paragraph.

While your opening line can be something general like "thank you for taking the time to meet with me," the very next line should be something more powerful. Whether you ask for the results of a meeting, make a proposal, or initiate a follow-up meeting, this first sentence sets the tone of the rest of the email so the reader knows exactly what the subject is and what to expect from the rest of your message.



## Research the correct email etiquette to use for your most common scenarios

When sending emails, especially formal or professional emails for work, it's important to maintain email etiquette. Since many of us answer our emails on our phones while on the go, it's tempting to reply to emails as we would a text message, but that's not good practice.

## Proofread grammar

Finally, before you click send, always give your email a once-over. Make sure your email is free of typos, the punctuation makes sense (avoid using too many exclamation points), and that your syntax is correct.

Don't always rely on spell-checkers, you want to read through your email before sending, especially if it's an important message to a superior or a client since emails with grammar mistakes can potentially have a negative impact.

