

COMMUNICATION

Writing a business email

LEVEL

Upper-Intermediate
(B2)

NUMBER

EN_B2_1023X

LANGUAGE

English

Learning outcomes

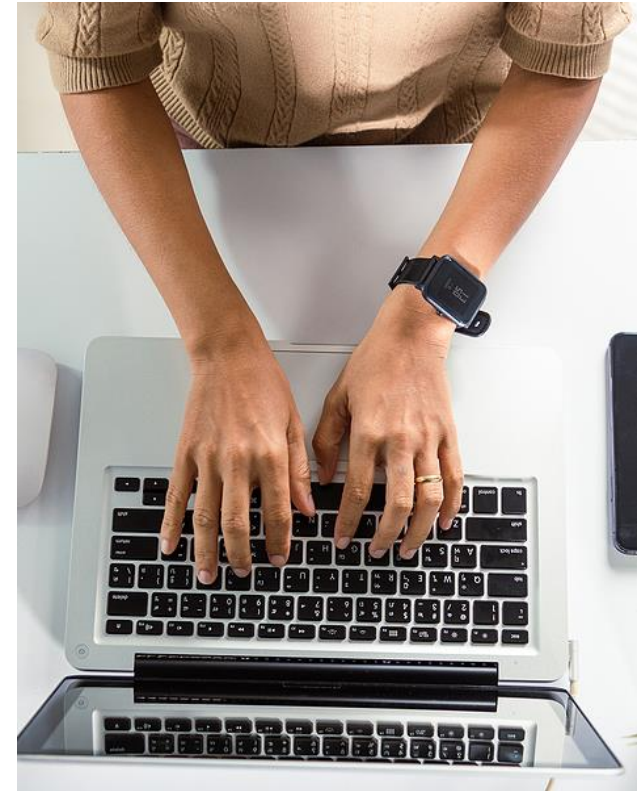
- I can identify the purpose and tone in a range of business emails.
- I can write a short business email using the appropriate language and etiquette.



Warm-up

**How often do you
write business
emails in English?**

**Typically, who are they to and
why do you write them?**



Effective business emails

Email is still the **most common** way to **communicate** professionally.

The **trick** to writing an effective business email is to **know the purpose**.

What are some **purposes** for writing a business email?



Dear Mr Goodman,
I am writing to you to request...



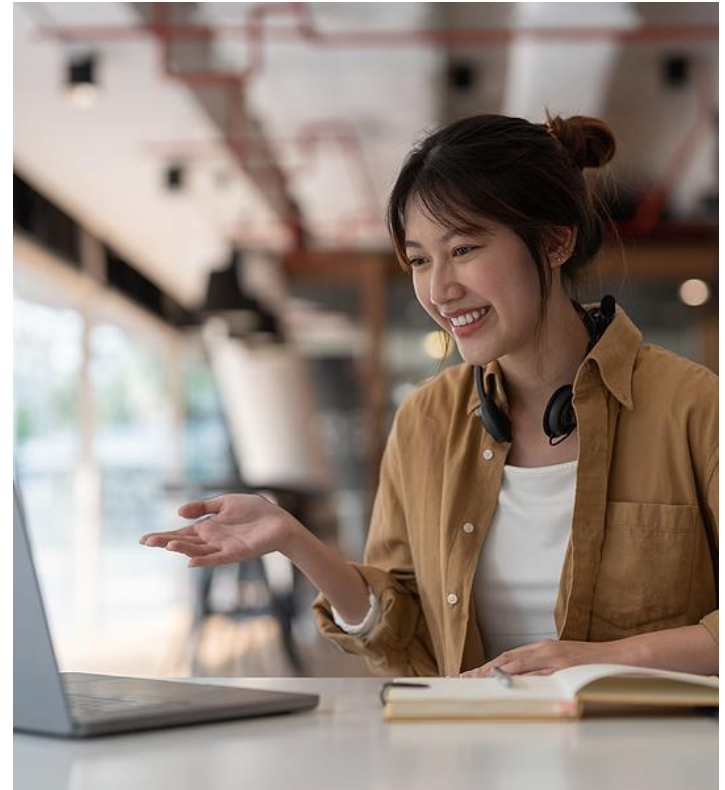
You're going to read three emails

Note down the labels. You'll need them for the next slides.

1 An inquiry email

2 A complaint email

3 A follow-up email





Reading

Read the following email. **Answer** the questions below.

Faulty microwave



To: service@goldenelectronics.com

Good morning,

I am writing to complain about the faulty product that I received from your company. I recently purchased a microwave, and it has stopped working after just two weeks. I am disappointed with the product quality, and expect a prompt resolution to this issue.

I would appreciate it if you could arrange for the product to be replaced or repaired at no additional cost. Please let me know the steps I need to take to resolve this matter.

Best regards,
Lionel Becks



1. What is the purpose of this email?
2. How would you describe its tone?



Reading

Read the next email. **Answer** the questions below.

Product line



To: service@officegoodies.com

Dear Mr. Tillman,

I am interested in your company's product line, particularly your range of office supplies. I came across your website and was impressed by the quality of your products.

I would be grateful if you could provide me with more information on your product line, pricing, and delivery options.

Thank you for your time, and I look forward to hearing back from you soon.

Kind regards,
Melanie Grant



3. What is the purpose of this email?
4. Does this email sound friendly or not?



Reading

Read the final email. **Answer** the questions below.

Re: Application with Happy Life



To: hiring@happylife.com

Dear Ms. Parsons,

I am writing to follow up on the job application I submitted to your company two weeks ago. I am very interested in the position of Marketing Manager, and I believe that my qualifications and experience make me a strong candidate for the role.

I would like to know the status of my application and if there are any updates on the hiring process. I look forward to hearing back from you soon and thank you for your time and consideration.

Best regards,

Pamela Atkinson



5. What is the purpose of this email?
6. How would you describe its tone?



Dear **Ms.** Parsons,
I am writing to...

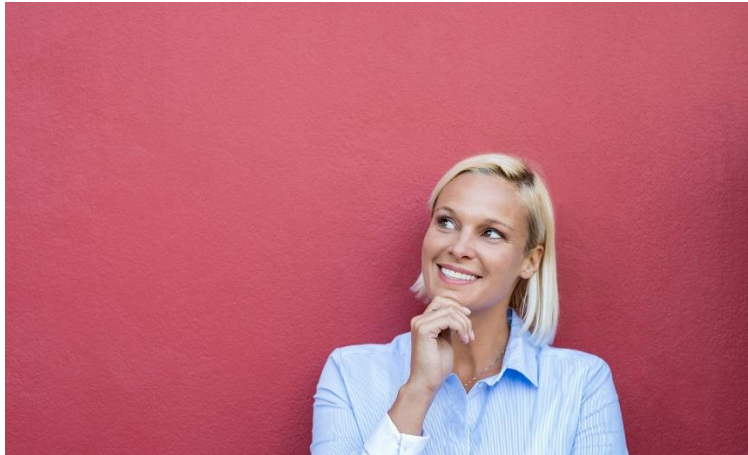
Ms. is a neutral title for women. It **doesn't indicate** whether a woman is **married** or **unmarried**.

For this reason, it's **generally preferred** in professional communication over **Miss** (for unmarried) or **Mrs** (for married).

Read the emails again

Note down answers for each question. Then, **discuss** your answers as a group.

**How did the writer
make sure the email's
purpose was clear?**



**What else made each
email so effective?**



Exploring tone

Match the **more formal language** (1-5) with the **informal equivalent** (a-e).

1 *I look forward to hearing back from you.*

2 *I would appreciate it if you could arrange for a replacement.*

3 *I expect a prompt resolution to this issue.*

4 *I would be grateful if you could provide me with an update.*

5 *I was impressed with the quality of your products.*

a I absolutely love your stuff!

b Please tell me what's going on.

c I want a new one, please.

d Speak to you soon!

e You need to fix this problem now!



Make the tone more professional

Complete the activity by yourself. Then, **compare answers** in breakout rooms.

- | | | | |
|---|--|---|---|
| 1 | I can't believe you messed up my order again! This is absolutely ridiculous. | > | I've been disappointed with the service and would like a prompt resolution. |
| 2 | Can't wait for your reply! Hugs! | > | |
| 3 | I need more information. | > | |
| 4 | Your presentation was amazing. Congrats! | > | |
| 5 | I don't have time for this, so do it yourself. | > | |
| 6 | This is all wrong. Please re-do everything. | > | |



Choose a scenario

Write down what you plan to include in your email.



A customer complaint email about a product or service

An email to a colleague asking for an update on a plan or project

A formal inquiry email asking for information about a product or service

A follow-up email to a job interview asking for more feedback



Compose your email

Write your answer in the chat.



Structure your email well
and make sure your
purpose is **clear**!

Use your notes to help you.

Aim to write
between 100 and 120 words.

Your teacher will
give you feedback afterwards.





End of the lesson

Idiom

to read between the lines

Meaning: understand the hidden meaning behind the words.

Example: Reading between the lines, I can tell she was upset by this decision.



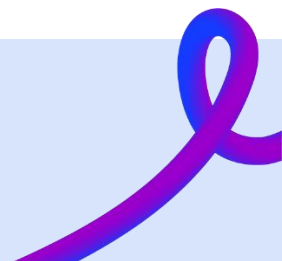
Additional practice



Fill in the gaps

- 1 I would really _____ it if you could issue a refund for the missing order.
- 2 I expect a _____ resolution to the issue with our office heating.
- 3 I would be _____ if you could provide me with information regarding your food delivery service.
- 4 I very much look _____ to your response.
- 5 Unfortunately, I was not particularly _____ with the quality of the information provided by your customer service team.

prompt
impressed
appreciate
forward
grateful





What do you think?

Discuss the questions below.

Why is it important to adopt the right tone in an email?

What can happen if we seem too friendly or too aggressive?





Reply to an email

Choose an email from slide 6, 7 or 8.

Write a reply of a similar length to one of the emails.

Remember to use the **right tone** and **language**.





Answer key

- P. 6:** 1. A complaint email.
2. Assertive: clear there is a problem, but the person is not being rude.
- P. 7:** 3. An inquiry email
4. Yes, the person is being friendly, but not overly informal.
- P. 8:** 5. A follow-up email.
6. Persuasive ("I believe I would be a strong candidate"); Assertive ("I would like to know the status) but still polite.
- P. 11:** 1. d, 2. c, 3. e, 4. b, 5. a
- P. 12:** **Suggested answers:**
2. I very much look forward to hearing back from you.
3. I would appreciate it if you could provide me with some more information.
4. I was really impressed with your presentation.
5. Unfortunately, I won't be able to help you with this at the moment.
6. I would be grateful if you could make the following changes I've suggested.



Answer key

- P. 18:**
1. appreciate
 2. prompt
 3. grateful
 4. forward
 5. impressed



Vocabulary

I look forward to hearing back from you.

I would appreciate it if you could...

I expect a prompt resolution.

I would be grateful if you could...

I was impressed with...



Summary

The purpose of an email

- **Complain:** to say you were **dissatisfied** with a product or service and would like a solution.
- **Inquire:** to ask for **more information** about a product or service.
- **Follow-up:** to request **an update** on something, such as a job interview or project.

Exploring tone in emails

- In business emails, it's important to use a **professional** tone, meaning not rude or too friendly.
- Avoid **direct statements**, such as *I need...* or *I want..* and **make polite requests** instead, e.g. *I would appreciate it if you could...* or *I would be grateful if you could...*

