



SCIENCE BEE
LEARN LIKE NEVER BEFORE

Masterclass on Professional Email Writing





SCIENCE BEE



Marketing

Branding

Advertising

Sales

We assist corporations in expanding their
business to achieve optimal growth

Have a
professional email
address



Don't choose a
spam friendly
email address





To=Put the email address here if it is for their **attention** and **action**

CC =(Carbon Copy) - Put the email address(es) here if you are sending a copy **for their information** (and you want everyone to explicitly see this)

BCC= (Blind Carbon Copy) - Put the email address here if you are sending them a Copy and you **do not** want the other recipients to see that you sent it to this contact



excelhumor.xlsx
@ExcelHumor

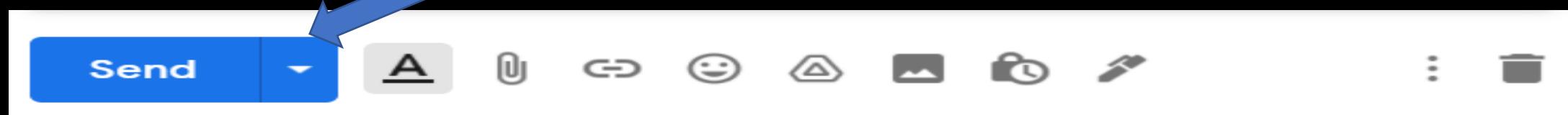


SCIENCE BEE

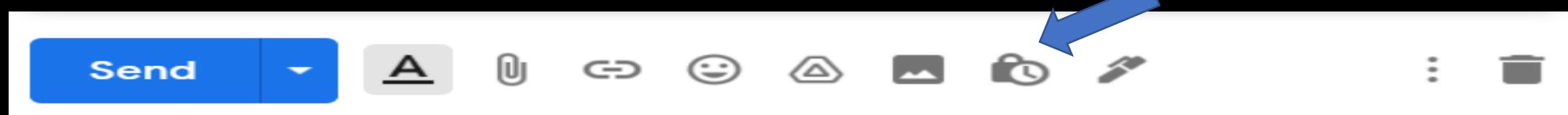
when you CC your manager on an email



Schedule



Confidential



Signature



7 Essential Elements of an Email



1. SUBJECT LINE

- * Why are you writing the mail?
- * What is the objective/relevancy of the mail?
- * Is there anything exciting for the reader

Subject line should not exceed **7 words**

Subject line can be catchy but not clickbait in formal communication

Write a subject line for Liton Das



141(71)

2. SALUTATION

Dear Mr./Ms.

Dear Miss ✗

Dear Mr. Araf Ahmed

Dear Ms. Maliha Quadir

Dear Ms. ✓

Dear Araf Ahmed sir

Dear Maliha Quadir ma'am

Young ↑

Dear Mr. Araf Ahmed sir ✗

Senior ↑

Be careful with name spelling

Write a salutation for.....



Sergio Marquina

Walter White

3. INTRODUCTION & OPENER

Greetings from XYZ . I am X working as a y in Z department.
Hope this mail finds you well.

As a person

Hope you are doing well .I am X a student of Y .



4.BODY MESSAGE

*Write precisely what you want to say or your issue/ situation

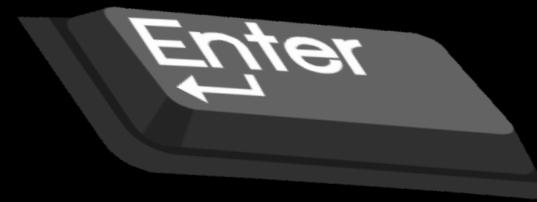
I'm writing to

let you know that...

inform you that...

apply for the post of.....

Think like reader don't have much time to read your mail



5.ACTION STATEMENT

*Say politely what you expect him to do

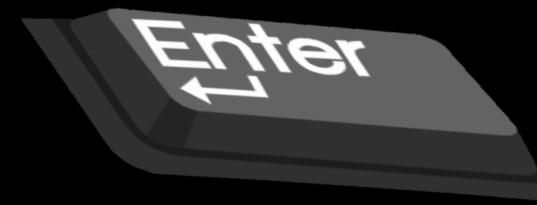
Therefore, it will be great if you grant my 2 days leave

So please send the file by 7th March



6.CLOSING STATEMENT

Feel free to ask me if you have any query
Looking forward to hear from you



7. SIGNATURE

Kind Regards/Best Regards/Regards/ Best Wishes Sincerely yours

Name

Institution

Phone

Social media link

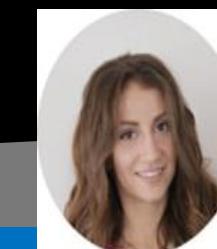
<https://www.canva.com/create/email-signatures/>



JOHN SMITH
Marketing Student, Southampton University
M: 07801 567 876
T: 020 7768 8564
E: John@domain.com

f t

Add links to personal profiles!



Romona Santee

Social Science Student, MIT



A 129 Auburn St, Cambridge, MA 02139 USA

P 612-505-6000 E norma.moyer@mit.edu W www.mit.edu



Few Practical Uses



EMAIL YOUR
CV TO A
RECRUITER



Dear Concern,

I am expressing my interest in the Territory Officer role at Unilever. I've gained some experience through various extracurricular activities, which I have mentioned in my resume. I think now is the right time for me to apply my sales skills and knowledge to contribute to Unilever's sales team

During my career so far, I've been involved in developing strategic plans for a diverse set of brands, and I've also worked part-time for a year at a marketing consultancy agency. I had the opportunity to work with a2i as well, where I handled several stakeholders, which was an interesting experience. Additionally, I've improved my communication and interpersonal skills thanks to the extracurricular activities I participated in during my university days.

I'll be eagerly waiting for your response, and you can reach me at +8801721990004 (Cell & WhatsApp) if needed. While my resume provides an overview of my experiences, I would love to talk more about how I could help your company achieve its goals.

Sincerely,

X

Degree

Institution

Phone



I'M
PLEASED

Dear Unilever Hiring Team,/ Dear Y

My name is Z, and I am writing this to express my interest in the Territory Officer role at Unilever Bangladesh Limited. I involved myself in business competitions ,extracurricular activities and part time jobs from where i have gained some real life experience and now I want to use my sales skills and knowledge to drive better growth in your organization.

I would like to highlight a few things I have done in my career:

- Made some strategic sales plans for a variety of brands (5+ in total).
- Worked part-time in Ekushe Boi Mela for consecutively 3 years
- Worked as the vice president in our career club where I had to manage several stakeholders.
- Improved my interpersonal and communication skills during my university life through various business competitions.

Unilever is a market leader in the FMCG industry in our country, and I would be happy to work with such a company. I hope we can discuss this opportunity further. My resume gives a brief look at my experiences, but I would love to talk more about how I can help meet your company's needs.

I will be waiting for your response, and you can contact me at this number (+88017xxxxxxxx Cell & WhatsApp) if needed

Sincerely,

X

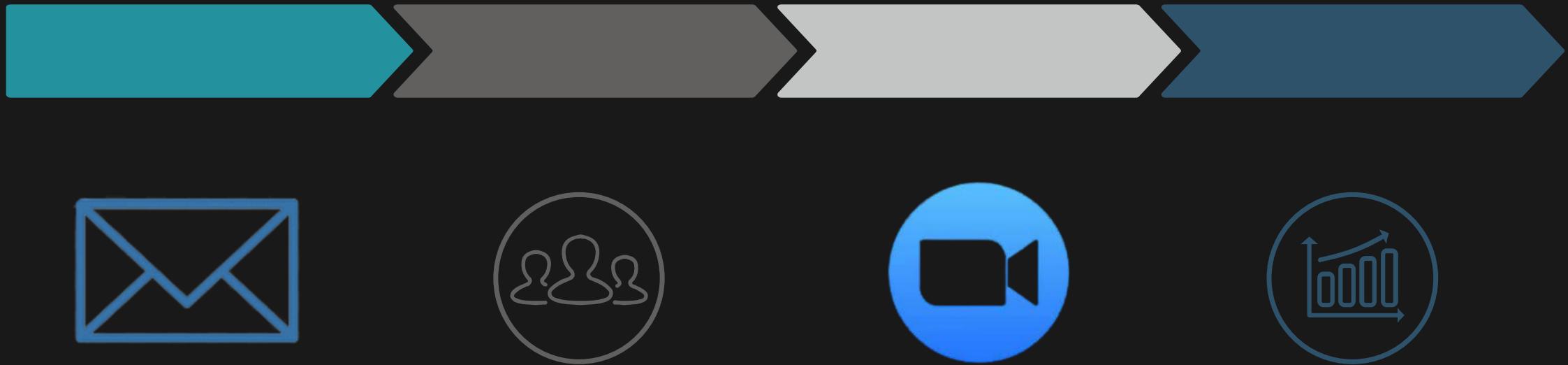
Degree

Institution

Phone: +88017XXXXXXX (Cell & WhatsApp)

EMAIL TO A PROFESSOR





Shorter emails



Be a value provider



Request a call



Reminder mail
in 10 days

Dear Dr. Mike,

My name is Reza Ahmed and I'm a final-year bio chemistry student at University of Dhaka (Bangladesh). In my introductory and upper-level coursework, I've developed a passion for bio chemistry and as I delved deeper into this field, several of your research proposals caught my attention, and I found them to be extremely brilliant.

I particularly admire the meticulousness of your research approach. This is why I'm reaching out to you now because an extensive research experience will greatly help me consolidate my future career and I'm extremely interested in pursuing masters in microbiology at University of Pennsylvania.

I am highly interested in the molecular biology of stem cells. Recently I read your 2022 paper on the role of microRNAs in the differentiation of muscle stem cells. Fascinated by your work, I began doing research with my associate professor of my department, Dr. K.M. Baktiar Uddin, at the start of 2024, and I have thoroughly enjoyed the lab experience so far. In particular, I found it amazing that microRNAs can alter the fate of a cell in such a profound way. If possible, I would love to start working on a long-term project in your lab beginning this summer.

If you're available, I'd be grateful for the chance to discuss your research further via a Zoom call at your convenience. I would also be happy to volunteer in your lab for a few weeks before we commit to anything to see if this is a good match. My current CGPA is 3.75 & IELTS Score : 7.5 and my transcript along with resume are attached below. I look forward to hearing from you!

Sincerely,

Reza Ahmed

Degree

Institution

Phone & WhatsApp



Some Hidden Mistakes in Email

Its vs It's

It's is a contraction, form of "it is" or "it has."

(Example: It's not doing well/ It's going to be the biggest achievement of your career)

Its refers to belonging to'(Example: The company lost its reputation/ Its performance is too good.)

Mistakes of Apostrophe

“Our target is the next T20 World Cup, not this World Cup”- President Biden

Many people do not realize that ‘Personal Life’ is as important as ‘Professional Life’.

WHO said, “New new virus is spreading even through the Internet.
People are getting affected and becoming ‘Cringe Tiktaker’.”

Wrong attachment name

Not shortening link or hyperlink URLs

Irrelevant Font and Size

Suggested fonts: Times New Roman, Arial or Garamond.
Write in an 11- or 12-point size font.



The DREP Process

D

Draft

R

Revise

E

Edit

P

Proofreading

Spelling

Punctuation

Formatting

Accuracy



Thank You