**Profession emails basics**

# Week 1 - Basic Email Writing Structures

## 4 basic elements

1. Subject Lines
2. Greeting
3. Email Text
4. Closing

## DO and DON’Ts

**DO:**

* PROFESSIONA email address
* Subject line = CLEAR & BRIEF
* Words of APPRECIATION
* Consider CULTURE

DON’T:

Don’t make mistakes:

* SPELLING
* GRAMMER
* PUNCTUATION
* CAPITALIZATION

## Organization, Style and Editing Basics

Be BRIEF

EDIT words

Have a CLEAR order

AVOID harsh words.

## Assignment

### Instructions

Let's use the skills we have talked about in this module and rewrite Kevin Johnson's email. Kevin is writing to an office furniture company called ABC Furniture. The purpose of the email is to cancel an order he made last week. Read through the email a few times before moving on to the next step.

Subject Line: **please cancel!**

**hi,**

**My name is kevin johnson. I want to cancel my order of the office chair that I ordered last week. Please send me a full refund to my account.**

**kevin**

### Answer

Subject Line: **Cancel My Order**

**Dear ABC Furniture,**

**I am writing to inform you that I would like to cancel my order of the office chair that I ordered last week.**

**Please send the refund amount to my account. I extremely sorry for all the troubles and inconvenience I have caused.**

**Sincerely,**

**Kevin Johnson.**

Week 2

# Week 2 – Let’s Start Writting

## Write Effective Subject Line

### Meeting Cancelation

Meeting cancelled(poor)

Cancelled: Meeting for 6PM, March 11(Better)

Cancelling Meeting for 6PM, March 11(Better)

Capitalize important content words and not the prepositions.

Eg: Meeting with David on Monday.

**BREIF** - 50 Characters

**CLEAR**

**DIRECT –** use ACTIVE verb

## The Email Text (Body)

### Introduction

Who – Author (Name, position and organization)

Eg: My Name is James Brawn, and I am the general manager at Goods and Service, LLC.

**Controlling idea** - purpose

Eg: I am delighted to inform you that we are now offering a 30% discount in our Entire inventory.

### Development – main body of the email.

Asking WH question.

### Conclusion

One sentence.

Should include APPRECIATION

Thanks

Appreciate

Be glad about

Hope

Wish

Look forward to

Examples:

Thank you for your interest in our catalog.

I hope you find our catalogs appreciate for your business.

# Week 3 – Introduction and Announcement Email

## Overview of Introduction & Announcement Email

**Introduction Email**

Examples:

Subject: Meet Sam Boyle (Poor)

Subject: Meet Sam Boyle, CPA Tax Specialist (Better)

Subject: Introducing Sam Boyle, CPA Tax Specialist (Better)

I am skilled at…

These skills will be good for…

**Announcement Email**

Always double check for error and to make sure information is correct

Example:

Subject: Oops! I need to make correction (Poor)

## Practice Quiz

1. What kind of information should be in an introduction email about yourself?



Your unique skills/ability



Your name, position, and organization



Your additional contact information



All of the above

What kind of information must be in an announcement email about an event? (Choose all that apply)



What the event is about



Where the event is happening



How long it took to prepare the event



How much money it took to prepare the event



When the event is happening



Who is hosting the event



Why the announcement email was sent out late

## Key Language for Writing These Types of Email

**Introduction Email**

**Introduction**

Examples:

My name is Gerry Landers, and I am with the Georgia Tech Language Institute in Atlanta, GA.

My name is Elizabeth Brown, and I am the General Manager at ABC, Inc.

My name is Sam Cook, and I recently received my **Master’s Degree** from **University of ABC**

**Controlling Idea**

I am interested in learning more about Coursera, and I would like more information about creating an online course.

I am very interested in your product. I will be in your city, and I would like to visit your factory.

**Development**

Who can create an online course?

What is the process?

Where can I get more information?

I would like more information or links you have to help me in my process.

**Email to Introduce to People**

**Subject Line:**

Matt, meet Sarah. Sarah, meet Matt.

Matt, have you met Sarah?

Get to know Sarah

**Controlling Idea**

Matt, I would like to introduce you to Sarah.

Sarah, this is Matt. He is the person I told you about in our last meeting.

**Development**

Background

Current Job/Role

Additional Contact Information

**Announcement Email**

The Language Institute is pleased to inform you that we now offer Business Writing course in the evening.

The ABC Company is opening a store near you.

Two Types:

General Information (e.g. Advertisement)

Specific Information (specific guideline for event)

# Week 4 - Write Request Email

## Write Request Email

**Polite Request**

Please….

Could/Would …?

Would you mind…?

Would like…

Please send me your resume

Please

Could/Would you send me your resume?

Would you mind sending me your resume?

Would you mind meeting me today at 3 PM?

Would like = (want)

**Making 2nd Request**

Please send me your resume. Could you **also** include three references?

Could you meet me today at 3 PM? I would **also** like the direction to your office.

Position of ***also*** – right before the verb.

**Conclusion**

For simple word of appreciation:

Thank you.

Sincere thanks.

I appreciate it.

For more polite thank you message:

**Thank you for + your + NOUN**

Thank you for your time and effort.

Thank you for your interest in our company.

**I appreciate + your + NOUN**

I appreciate your time and effort.

I appreciate your interest in our company.

## Write Apology Email

I am sorry if

I am sorry for

I am sorry that

### I’m sorry if

I’m sorry if + description – NOT sure of responsibility

I’m sorry if you didn’t receive the resume I sent.

I’m sorry if I didn’t understand the direction correctly.

### I’m sorry that

I’m sorry that + description – 100% sure of responsibility

I’m sorry that the correct file was not sent. **I have included the correct file in this mail.**

I’m sorry that our meeting for next week needs to be cancelled. **Please check the new dates below at your convenience.**

### I’m sorry about

I’m sorry about + NOUN – for small slip-ups/errors(small mistakes)

-Typos

-Spelling mistakes.

I’m sorry about the confusion. I will send you a new document with the correct address shortly.

I’m sorry about the inconvenience/delay

## Additional Resources

**Making requests more polite** (<http://www.businessenglishresources.com/31-2/teachers-section/skill-based-lessons/business-english-lessons-softening-phrases-to-make-polite-requests/>)

At this website you can find a variety of ways to soften or make your requests more polite and formal.

**More general information about requests as well as some on suggestions** (<http://www.grammar-quizzes.com/modal5.html>)

This website has some examples and exercises for making requests and suggestions more formal and polite.

**Formal and informal expressions used for apologies** (<http://www.bloomsbury-international.com/blog/2013/10/18/how-to-apologise-in-english/>)

This is a UK-based website, so the expressions may differ slightly from US-based sources.

# Week 5 – High/Low Context Communication

## High/Low Context Communication

Understand Cultural Differences

High Context Communication

Low Context Communication

Age & Gender

**Low Context Communication**

Straight forward Logic

Concise Facts

Efficient Directness

* North America, West Europe communication are considered **Low Context Communication**

**High Context Communication**

Non-explicit Longer Emails

Descriptive

* The Middle East, Asia, Africa, South America

Low Context Writer + High Context Reader

* Status & Identity need acknowledgement
* Building a relationship is important

High Context Writer + Low Context Reader

* Efficiency & effectiveness through tasks
* Direct questions are used for clarity

## Practice Quiz

## Age & Gender Consideration

DO:

* Use RESPECTFUL words
* Use Official TITLES

DON’T:

* Don’t use SLANG words
* Limit references to POP culture

## Resources:

**High context / Low context (**<http://www.culture-at-work.com/highlow.html>)

At this website you can find a clear explanation with some useful graphics of some of the differences and distinctions between high and low context cultures.

**More general information about high and low context traits that might affect writing emails**(<http://www.marin.edu/buscom/index_files/Page605.htm>)

This website has a good list of some of the traits common to these two distinct culture types.

**Formal and informal expressions you might use in an email**(<http://image.slidesharecdn.com/keyphrasesformalinformalforemail-131106220315-phpapp02/95/key-phrases-formal-informal-for-email-1-638.jpg?cb=1383775514>)

This is a graphic of intended meanings with both formal and informal expressions for writing them. The printing is pretty small, so it may not be very useful on mobile devices.