



# Email Writing Guidelines



# Formal vs Informal Emails

- ✓ **Formal:** Written to business partner, customer, boss, professor, colleague
- ✓ **Informal:** Written to friend, family, closed relations

# STRUCTURE of an email

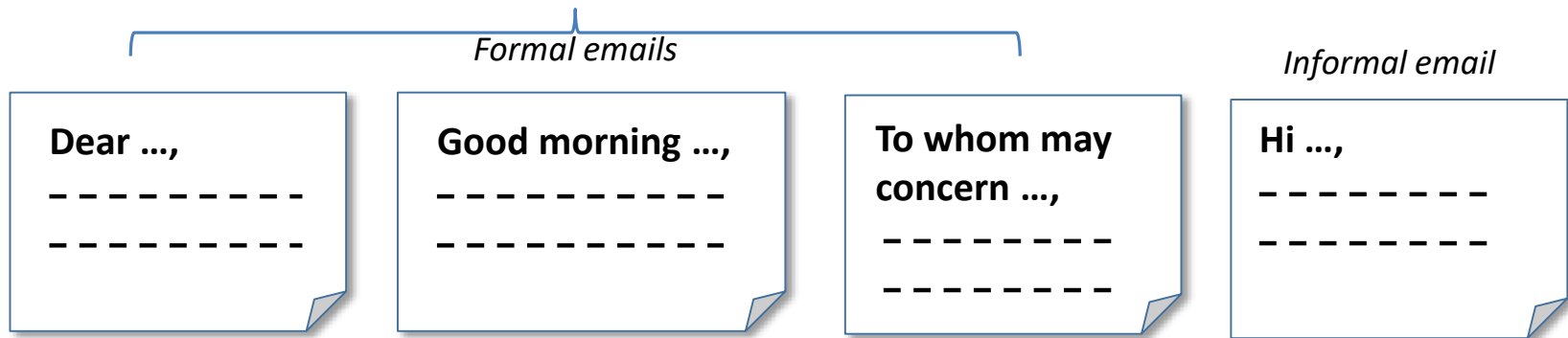
**1 .Salutation  
2. Introduction  
3. Body**

**4. Conclusion  
5. Complimentary close  
6. Signature address**

**7. Recipients  
8. Subject line  
9. Attachment**

# Salutation

Structure of email (1/9)



✓ **Spell people's name correctly**

✓ **Use Last name (surname, family name) in formal email and First name in informal email**

# Introduction

Structure of email (2/9)

## Briefly

**introduce purpose of your e-Mail**

## State

**the actions to be performed**

# Body

Structure of email (3/9)

## Be direct!

**Get to the point! Make your purpose clear**

## Write

**just enough, avoid unnecessary details**

## Break

**into paragraphs, include a blank space among paragraphs**

## 1 screen

**Body should be in 1 screen**

# Conclusion

Structure of email (4/9)

**Call to action**

**WHAT actions ?**

**WHEN ?**

# Complimentary close

Structure of email (5/9)

## FORMAL BUSINESS LETTER

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-----  
**Sincerely,**

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-----  
**Respectfully,**

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-----  
**Best regards,**

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-----  
**Best wishes,**

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-----  
**Kind regards,**

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-----  
**With many thanks,**

## INFORMAL

-----  
-----  
**Thanks,**

-----  
-----  
**Love,**

-----  
-----  
**Take care,**

-----  
-----  
**See you,**



# Signature address

Structure of email (6/9)

A typical signature includes: Name, Role, Working Department, Company name, Company address, Telephone, Fax,...

## Full Name

<Role>

<Company name>

<Phone>

<Company website>



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# Recipients

Structure of email (7/9)

**To:**

**Direct recipients whose actions on the email you want to have**

- ✓ **You need to take the action and respond to sender as soon as possible in cases:**
  - *Your email in the “**To**” alone or with Others (multiple recipients) and the Salutation indicates such as “Hello All”, “Hi Everyone”, etc.*
  - *Email sent to an email group includes yours and sender calls your name “Hello A, ”, “Good morning B, ”*

**Cc:**

**Indirect recipients. Nice to have their actions/feedbacks to the E-mail**

**Bcc:**

**For their information only or used in particular cases**

# Subject line

Structure of email (8/9)

- **Catch** reader's attention
- **Describe** the message's contents and importance
- **Choose significant words** that are meaningful to your intended recipient

# Attachment

Structure of email (9/9)

- Use attachments when they are essential
  - Take time to download
  - Possibly transmit viruses
  - Consume storage space
  - Not always compatible
- Try sending only the relevant section of a document
- Should compress attachments by tools



# EMAIL ETIQUETTES

1 . Responding  
2 . Greetings

3. Threads  
4. Tips

# Responding

Email etiquettes (1/4)

- ✓ Be professional and courteous, respond immediately
- ✓ If you are busy still respond but state you are busy

**“Sorry, I’m too busy to help you now I will get back to you as soon as possible”.**

# Greetings

Email etiquettes (2/4)

- If you are very **close to someone** whether it is business or email you can use just their name
- If you are **unsure stick to the formal salutation** of either Mr./Mrs./Ms., etc.

# Threads

Email etiquettes (3/4)

- When replying to emails never start a new email, this breaks the link (thread)
- Without the thread it can be difficult to follow the message or understand which question is being answered by the recipient.
- Always reply with the old message as a reference



# Tips

Email etiquettes (4/4)

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- **Minimize the habit of sending an email to everyone**

*Consult your manager before sending it, or ask a relevant departments to send it: Security for a virus warning, HR for a health care matters, policy, etc. These departments will help you verify the information before you send it*

- **Think carefully before selecting Reply All**

*This option should be used only if your response is relevant to all people in the recipient list*



- **For important emails:**
  - ✓ Reading the completed email several times through the eyes of the recipient will help you send a more effective message and avoid misunderstanding
  - ✓ Wait 5-10 minutes to make sure the mail can be delivered (it will sent back if you type a wrong address or the mail server has a problem)

# Tips

Email etiquettes (4/4)

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- ✓ **Use a meaningful subject:** Do not leave the email Subject blank. Each email must have a Subject that describe the email content
- ✓ **Think carefully** before forwarding an email from another person. It may violate privacy or security matters

# Tips

Email etiquettes (4/4)

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✓ **Use formal vocabulary and sentence structure. Do NOT use slang**

Dear Mr. Jason Jones,

I apologize but I am unable to help you with your problem because it is extremely difficult.

Regards,



Hi y'all!

I can't help you with that cuz it's too hard

Thank U,



# Tips

Email etiquettes (4/4)

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- ✓ **Do not write in CAPITALS:** IF YOU WRITE IN CAPITALS, IT SEEMS AS IF YOU ARE SHOUTING AND IT MAKES IT MORE DIFFICULT TO READ.

Dear Mrs. Smith,

I can't possibly get my tasks done by Friday! There is just not enough time for me to get it done!!

Regards,



DEAR MRS. SMITH,

I CAN'T POSSIBLY GET MY TASK DONE BY FRIDAY! THERE IS JUST NOT ENOUGH TIME FOR ME TO GET IT DONE!

REGARDS,



# Tips

Email etiquettes (4/4)

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✓ Use email to summarize and confirm a verbal discussion

✓ Talk about **one topic per email** only.

✓ You **shouldn't talk about another topic** in an email chain. Change the email subject to match the new topic

Avoid long email. A good email is short with clear information. Try to put your key message in the first few sentences.



**K**eeP  
**I**t  
**S**hort and  
**S**imple

# Tips

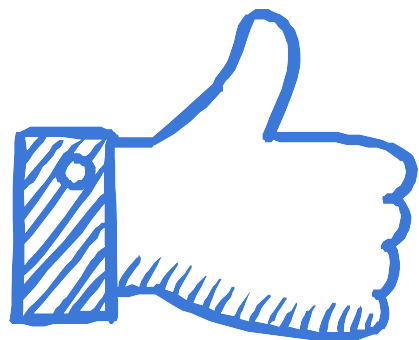
Email etiquettes (4/4)

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- ✓ Respond to received email as quickly as you can.
- ✓ Organize your email folder structure logically. Use email client rules to classify your emails.



- When you want to focus on work, should turn off your email notification dialog to avoid distraction
- If you use abbreviations or acronyms, be sure your audience already knows what they stand for.
- Backup your email regularly (all emails or some of your folders only). Make sure you do not lose important emails even if your email application or PC crashes



# THANK YOU!