

# Structure of a Formal Email

|                     |
|---------------------|
| Recipient           |
| Sender              |
| Subject             |
| Salutation          |
| Content             |
| Concluding Line     |
| Complimentary Close |
| Name/Designation    |

- To: john@yeslearners.com
- From: jojageorge@gmail.com
- Subject: Application for the post of Content Writer
- Mr. John,  
I am writing this mail in response to the advertisement on your website for the recruitment of a Content Writer. I would like to offer my candidature for the same.  
I am a graduate in Journalism and have experience as Blog Writer in a reputable website. I am attaching the Resume in the prescribed form and the soft copies of my certificates.
- I am looking forward to your reply.
- Respectfully,
- Joja George

## General Structure of the email

- **The subject line:** *It should be short and specific. Anything over ten words is probably a litttttttle too much!*
- **The salutation:** *Always mention the recipient's name and a suitable greeting. Lose the "Hey" and replace it with a "Hello" or "Dear."*
- **The body:** *Like any other email, formal emails have a body of text. This section is short, uses proper grammar, doesn't have sentence fragments, and only has one ask.*
- **The signature:** *Your signature needs to be as formal as the email itself. It's also essential that you use your first and last name and include your company's name if the email is being sent on behalf of them.*

## Sample Subject lines:

Here are some subject line examples you can use to start your formal email:

- *How is (company's name) handling (problem?)*
- *Nice seeing you at (event)*
- *Regarding this week's demo call*
- *Following up last week's meeting*
- *Meeting RE: product demo*
- *About your interview with (company name)*

## BASIC PHRASES

### Greetings

#### Dear Mr / Ms Jones

Always use Ms and not Mrs when writing to a woman in a professional context.

#### Dear Ms Franklin

Always use surnames in formal emails. If the name is Mary Franklin, don't write Dear Ms Mary or Dear Ms Mary Franklin.

#### Dear Sir / Madam

Use this greeting if you don't know the person's name.

# Introductions

My name is Susan Whitby and I am the Head of Marketing at HMU.

## Friendly opening

I hope everything is going well.

I hope you had a nice Christmas.

## Referring to the last contact

It was lovely meeting you at the sales conference last week.

It was nice talking to you on the phone earlier.

Thank you for your mail last week.

## **Reason for writing**

I am writing in connection with the order we placed last week.

I am writing with regard to next week's board meeting.

I am writing to update you on the progress of the Masterson project.

As discussed, I am sending you more detailed information about the upcoming conference.

## **Giving information**

I would like to inform you about the results of our customer survey.

## **Attachments**

I have attached a pdf with the most relevant information.

Don't write "I have enclosed" in an email - we only use that for letters.

## Making requests

Could you please let me know if you can attend the event next week?

I would appreciate it if you could send the documents this week.

Would it be possible to deliver the goods one week earlier?

## Making arrangements

I was wondering if you would be available for a meeting next week.

Would 10am be a suitable time?

I am afraid I am not available on Wednesday. Would Thursday work?

## Confirming

I would like to confirm our meeting for 3pm on Wednesday the 11th.

## **Answering questions**

In answer to your first / second question ...

To answer your question about ...

## **Closing line**

If you need / require any further information, please feel free / do not hesitate to contact me.

## **Referring to the next meeting**

I look forward to seeing you on Monday morning.

I look forward to meeting you in person on Tuesday.

"I look forward to" is always followed by the -ing form

## **Closing**

Best regards

# ADVANCED PHRASES

## Asking for clarification

- Would you mind clarifying the following points:
- Could you please clarify whether the offer you sent includes delivery?
- Could you please explain what you mean by additional costs?

## Highlighting important information

- Please pay particular attention to the first two pages of the attachment.
- Please note that our opening hours have recently changed.

## Requesting further details

- Could you please send me further information on your sales training courses?
- I would be grateful if you could send further details about the technical requirements.

## Replying to requests (positive)

- As requested, I have attached a document with all the necessary details.
- We are glad to inform you that the item you requested is available.
- We are pleased to inform you that your request has been accepted.

## Replying to requests (negative)

- Unfortunately, we are unable to fulfil your request at this time.
- We regret to inform you that we cannot fulfil your request at the moment.
- I am afraid that we do not have the necessary resources to fulfil your request.
- We are sorry to inform you that the requested item is currently out of stock.

## Complaining

- I am writing to complain about the delivery we received earlier today.
- Despite stating clearly in my email that we urgently needed 100 pieces, we only received 75.
- We are extremely dissatisfied with the service from your company.
- If this matter is not resolved to our satisfaction, we will have to look for another supplier.

## Apologising

- Thank you for bringing this issue / matter to our attention.
- We sincerely apologise for the inconvenience caused.
- I will look into this immediately and get back to you promptly.
- I can assure you that this will not happen again.