Professional EMAIL WRITING

# Module 1: Email and Editing Basics

1. DOs and DON’Ts in Professional Email:

There are mainly 4 parts which will come in picture while writing emails:

1. Subject Line.
2. Greetings.
3. Email Text.
4. Closing.
5. Subject Line: It should be proper, short and very clear and brief.

Poor example: Subject: Hello or Dear Gerry

Better example: Requesting a Meeting. Or Cancelling my Order

DON’T’s:

* Don’t forget writing basics ( Make spelling correctly , grammar , punctuation, capitalization correctly)

1. Greetings:

* It should be Formal and Not Familiar.
* All use professional position for whom you writing emails like : Dear profession Lea,

If gender is only the information you know then : Dear Sir or Dear Madam.

If you addressing a Group you can use : Dear Member of committee or Dear Marketing Group or Dear Sales Team.

1. Email Text:

* Main Message and all necessary details (These are the 2 parts of an email text).

DON’Ts:

* Don’t writing a book or long emails
* Only include essential information.
* Remain brief into the point.
* Don’t complain and blame in your email. (Try self-blaming)

Eg : Perhaps I left something out of my package

DO’s:

* IF possible, keep email text in 1 or 2 paragraphs, and no paragraphs should be 3 and 4 sentences line.
* Always add WORDS of thanks.

1. Closing:

* Keep it short and simple. (just add Regards, or Best Regards)
* Add Signature:   
  Your first and last name

Telephone / or fax number

Note: Finally, never send until you read and check. Take a short break and comeback and check, wait until very last to enter sender email address.

* Does it have all the NEEDED info?
* Is it EASY to understand?

DONT’s:

* Unnecessary words makes your email lengthy and clustered.
* Don’t use adjective or adverbs or some filler words which are not necessary.
* Don’t use passive voice

Eg for point 2:

1. We often add adjective and adverbs and filler words which are not necessary.
2. Very often when we write, we put lots of extra words, like adverbs adjective which, when you really think about it, are very much unnecessary.

Both the sentence have same meaning only difference is 1st one have less then or half of words.

Eg for point 3:

1. Powerful emails are written by people.
2. People write powerful emails

Second one is active voice which is clearer.

DO’s:

* Focus on precision.

Words to avoid:

1. MUST
2. SHOULD
3. DEMAND
4. REQUIRE
5. NECESSITY

# Punctuation and Capitalization:

**Punctuation: -**

1. Apostrophe (‘)

Used for possession like Suzi’s laptop or gerry’s address

If you use contraction like can’t and wouldn’t (you should not put in a email)

1. Exclamation mark (!)

DON’T use more than 1 time ever

1. Comma (,)

For it you should read your email aloud and feel where you are paused there should comma goes.

Use comma with before FANBOYS: - for, and, nor, but, or, yet, so

I like tea, **but** he likes coffee.

Use comma to setup all geographical names like Paris, France

Or Date: - Oct 10, 2011

Or Titles: Philip Hollinsworth, MD

For more google how to use comma (You can use OWL (Online Writing Lab) site.

1. Semicolon (;)

Use semicolon to join part of a series when some items or the series are already includes commas

1. Quotation marks (“”)

Don’t use for emphasis: - like I would “really” like to meet you, it is wrong

Use for direct SPEECH only: there is only supposed to be use when you are telling exactly what someone said

E.g.: He said, “I would really like to meet you”.

1. Emoticons (😊 and all)

Don’t use emoticons in emails

**Common error in Capitalization: -**

1. **Proper Nouns.**

A pronoun (I, me, he, she, herself, you, it, that, they, each, **few**, **many**, who, whoever, whose, someone, everybody, etc.) is a word that takes the place of a noun. In the sentence Joe saw Jill, and he waved at her, the pronouns he and her take the place of Joe and Jill, respectively.

1. **People and their titles.**
2. **Media titles.**

**Rule 1:**

Use capital letter at the beginning of every sentence. Also, use it after end with a period.

**Rule 2:**

Always use capital letter with proper nouns: - like Great Pyramids or Tokyo, Japan

Rule 3:

Adjectives made from proper nouns also take capitalization like: French Wine or Italian Sports Cars

Rule 4:

People & Titles like :- The Pope or The Queen or Queen Elizabeth

Don’t use in job title like coach Sachin (here coach is a job).

Rule 5:

Use with News paper or magazine : The Hindu

Don’t capitalize preposition but Capitalize prepositions at the beginning of the titles.

**Resources for Punctuation & Capitalization**

* [The Purdue Online Writing Lab (OWL) website](https://owl.english.purdue.edu/)
* **Punctuation** (<https://owl.english.purdue.edu/owl/resource/566/01/>): This page includes great descriptions of how and when to use the major punctuation marks. Some of them even have links to separate videos on YouTube.
* **Capitalization** (<https://owl.english.purdue.edu/owl/resource/592/01/>): This page has a good basic list of how to use capital letters. It also shows some of the points I mentioned in the lecture. There are many useful examples included. You can see exactly what the rules are talking about.
* **The** **Period** (<http://www.grammarbook.com/punctuation/periods.asp>): This page explains the most common uses of the period, such as at the end of a sentence, in English.

**Practice Games for Punctuation & Capitalization**

* [QUIA - Capitalization and Punctuation](https://www.quia.com/rr/90027.html)
* [Grammar Blast - Capitalization and Punctuation](http://www.eduplace.com/cgi-bin/hme-quiz-start.cgi?Grade=4&Unit=5&Topic=Capitalization+and+Punctuation&x=48&y=16)
* [Softschools.com - Capitalization and Punctuation](http://www.softschools.com/quizzes/language_arts/capitalization_and_punctuation/quiz2213.html)

# Email Text:

It should have mainly 3 major parts:

* 1. Introduction
  2. Development
  3. Conclusion

## Introduction:

Part 1:

Who is writing and what the email about?( Author and purpose )

**Author:** 2 ways of writing author (A). By name and position/organization (B). Pronoun( I,he,she ….)

E.g.:(when you writing email first time) My name is James Brown, and I am the general manager at Goods and Services.

If it is not first time you writting then it should simply with pronoun like:

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

**Controlling idea = purpose: It expresses the purpose of your email.**

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

Here highlighted portion are the controlling idea.

## Development:

There are some sort of questions you should ask while writing emails:

The best way to organize your email text development is by asking WH questions about the topic.

So, now you know that in order to write a clear and effective email development, you can plan your email text by writing down the WH questions.

It is an excellent organization strategy and it will give you some time to consider what questions you should try to answer in your development.

First, to write a show of appreciation, you need to use verbs and

phrases that express gratitude.

**These include words like thank, appreciate, or the phrase be glad about**.

E.g.:

Thank you for your interest in our catalogs.

In this case, the word thank was used.

But if you'd rather use a positive wish, the most common verbs are hope, with,

and the phrase look forward to.

For example:

I hope you find our catalog appropriate for your business.

Like :

I hope to hear back from you soon.

I wish you much success with your new product.

I look forward to meeting you next week.

Sub: poor - Meet Sam Boyle, Better : Meet Same Boyle , CEO Tax Specialist or Introducing Sam Boyle, CPA Tax Specialist.

Body:

I would like to introduce …

I am skilled at ….

These skills will be good for ….

Announcement Emails: ( Like new product and all )

# Request Email:

Write more POLITELY & SINCERELY:

* Please
* Could/Would ..?
* Would you mind… ?
* Would like

1. Please:

Please send me your resume.

Please me today at 3PM.

Please give me directions to your office.

1. Could/would:

Could you send me your resume.

Could me meet me today at 3PM.

Would you given me direction to your office.

1. 1st and 2nd :

Could you please send me your resume.

Could you please meet me today at 3PM.

Would you please give me direction to your office.

1. Would you mind: (Use of ing)

Would you mind sending me your resume.

Would you mind meeting me at 3PM

Would you mind giving me direction to your office.

1. Same with would like: (Want can be replace y would like )

I want to meet you at 3PM. Or I would like to meet you at 3PM.

I would like the directions to your office.

E.g.:

“You have to send it by Friday” can be written as “Could you please send it by Friday”.

Use Also :

Like : 1. Please send me your resume and 2. Please include three references

It should be : Please send me your resume. Could you also include three references.

Could you meet me today at 3PM. I would also like directions to your office.

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.

# Apology Email:

## I am sorry if … + Description

Not sure of responsibility.(In this case reader should double check is he get or not whatever writer want)

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

I am sorry if I didn’t understand the directions correctly.

## I am sorry that …+ Description

100% sure of responsibility:

I am sorry that correct file was not sent.( You can add ) I have included the correct file in email

I am sorry that our meeting for next week needs to be cancelled. ( You can add ) Please check the new dates below at your convenience.

## I am sorry about …+ Noun

Slips-up or errors (small mistakes)

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

I am sorry about the inconvenience/delay.