Email Writing - Workbook

Think PANIC while writing mails

**Exercise 1 - Purpose –** Why are you writing this mail Is it to ask for information, give information, seek permission, convey delays/work incomplete or show appreciation. Your style and content will vary depending on the purpose

Correct this Email and get the PURPOSE Right. Correct both the Subject Line and the Content

Purpose – Give Information

Subject: Meeting

Hi Megha,

I just wanted to remind you about the meeting we have scheduled next week. Do let me know if you have any questions!

Best wishes,

Mamtha

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Exercise 2 - Audience** - The next thing you do after identifying your purpose is to understand your reader/s and their communication expectations. Boss, Peer Client – Your communication will vary based on

* Intent of your communication
* Knowledge Level of the reader
* Level of communication Skill of the reader
* The state of mind of the reader
* Beliefs of the reader
* Assumptions that the reader can make

Correct this Email and get the AUDIENCE ANALYSIS Right. Correct both the Subject Line and the Content

Let's look at this email sent to the client

From: reliablelandscapes@domain.com

Subject: Proposal

Lynn,

Did you get my proposal last week? I haven't heard back and wanted to make sure.

Can you please call me so we can discuss?

Thanks!

Pawan

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Exercise 3 - NEED** -: Our communication needs to address the reader’s needs

Correct this Email and get the NEED/s of the reader/recipient right. Correct both the Subject Line and the Content

Hi Jennifer,

I wanted to write you a quick note about Kedar, who's working in your department.

He's a great asset, and I'd like to talk to you more about him when you have time.

Best,

Mukund

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Exercise 4 - Information** Clue: Make One Point per Email

Correct this Email and get the INFORMATION to be conveyed. Correct the Content and the subject line in necessary

Subject: Revisions For Sales Report

Hi Jackie,

Thanks for sending in that report last week. I read through it yesterday and feel that you need more specific information regarding our sales figures in Chapter 2. I also felt that the tone could be a bit more formal. The report is going to be read by our Executive Team, and needs to reflect our professionalism. also, I wanted to let you know that I've scheduled a meeting with the PR department for this Friday, regarding the new ad campaign. It's at 11:00, and will be in the small conference room.

Please let me know if you can make that time.

Thanks!

Monica

------------------------------------------------------------------------------------------------------------------------------------------

**Exercise 5 - Communication**

Correct the emails given below and get your Spelling, vocabulary right

The first 4 components are Higher order concerns and Communication though important is a later order concern.

There are some important points to consider while writing an email

* spelling
* language
* word choice which determines the tone

**Language**

Email 1

Look at this mail by a student

Why did you give me an F? I attended most of the classes and at least tried to understand the materials. I think I deserved at least a passing grade. I studied hard for the exam in hopes that I would at least pass the class. Now I am behind another 2semesters because I have to retake this class and then take Managerial Acct. Can you please reconsider? Hope to hear from you soon.

Thanks,

Gagan

Email 2

I Submitted my papewr on time, but I forgot to check the in text citation and submitted acopy with them all messed up, anyway I resubmitted it today to fix this, but i know that’ late, so just letting you know the paper part was in on time, but the in text citation was not.

It’s not the content or the standard refusal-to-be-literate-in-emails errors that make this aclassic, it’s that the subject line said: “hey teach!”

**Spelling Errors**

Hi Desikan,

Thanks so much for meeting me at lunch today! I enjoyed our conservation, and I’m looking forward to moving ahead on our project. I'm sure that the two-weak deadline won’t be an issue.

Thanks again, and I'll speak to you soon!

Best,

John

**Tone**

Jeff,

I wanted to let you know that I don't appreciate how your team always monopolizes the discussion at our weekly meetings. I have a lot of projects, and I really need time to get my team's progress discussed as well. So far, thanks to your department, I haven't been able to do that. Can you make sure they make time for me and my team next week?

Thanks,

Phil

**Guidelines**

**Exercise 1**

This email is an example of poor communication for several reasons. Let's focus on the headline. As you can see, it's titled "Meeting".

Why is this a bad subject line?

Well, there's no information about the meeting. If the reader's calender is full of meetings, she may might even wonder which one Mamtha is talking about. And there's certainly no clarity about the subject, or when and where the meeting's being held.

Good Example

Subject: Reminder of 10am Meeting sched 10/05 on PASS Process.

Hi Megha,

I just wanted to remind you about the meeting we have scheduled for Monday, October

5th, at 10:00am. It's being held in conference room A, and we'll be discussing the new

PASS Process.

If you have any questions, feel free to get in touch (x3024).

Best Wishes,

Mamtha

See how specific this new headline is?

The great thing about this headline is that the reader doesn't even have to open the email to get most of the relevant information.

And the precise nature of the headline serves as a useful prompt. Every time the reader glances at his saved emails, he'll be reminded about that specific meeting.

**Exercise 2**

There are several pieces of important information missing from this email.

The first thing that's missing is information about the proposal. What if Lynn got several proposals? Which one is the writer talking about? Also, did he send it by post, or through email?

Also, the writer gave Lynn no information on how to get in touch. Where is his office number, his cell number, or his business name? Lynn will have to go and find that information.

And, most critically, he didn't give his full name and title at the bottom of the mail - despite the fact that his name doesn't form part of his email address.

**Good Example**

Subject: Checking On Reliable Landscapes Proposal

Dear Lynn,

I just wanted to check that you have received the landscaping proposal I emailed to you last week. I haven't heard back and wanted to make sure it went through. Can you please call me by Thursday so we can discuss? This is when our discount offer expires, and I want to make sure you don't miss it!

The quickest way to contact me is by cell phone.

Thanks!

Pawan Kumar

Reliable Landscaping, Inc.

555.135.4598 (office)

555.135.2929 (cell)

Pawan has now given Lynn all the information she needs. She knows he emailed the proposal last week, that he'd like her to call him by Thursday, and that she should use his cell phone to make contact quickly.

Most importantly, Pawan included his name and title, so Lynn knows who he is, and put his contact information at the bottom.

**Exercise 3**

What is this email about? Well, we're not sure. First, if there are multiple Kedars in Jennifer’s department, Jennifer won't know who Mukund is talking about. Next, what is Daniel doing, specifically, that's so great? We don't know that either. It's so vague that John will definitely have to write back for more information.

Mukund does not really address Jennifer's need, there are a lot of assumptions made .Does Mukund simply want to have an idle chat about Kedar, or is there some more specific goal here? There's no sense of purpose to this message, so it's a very confusing email.

Good Example

Let's see how we could change this email to make it clear.

Hi Jennifer,

I wanted to write you a quick note about Kedar, who's working in your department. In recent weeks, he's helped the IT department through several pressing deadlines on his own time. We’ve got a tough upgrade project due to run over the next three months, and his knowledge and skills would prove invaluable. Could we please have his help with this work?

I'd appreciate speaking with you about this. When is it best to call you to discuss this further?

Best wishes,

Mukund

This second message is much clearer, because the reader has the information he needs to take action.

Need

Specify the Response You Want

Make sure to include any call to action you want, such as a phone call or follow-up appointment. Then, make sure you include your contact information, including your name, title, and phone numbers. Do this even with internal messages. Remember, the easier you make it for someone elseto respond, the more likely they are to do so!

**Exercise 4**

Monica got a good headline in there, and she was pretty clear on the changes she wanted Jackie to make to that report.

But what did she do wrong?

Well, that second paragraph about the meeting is pretty important, and yet she lumped it into the email that detailed the revisions. If Jackie doesn't put

it straight in her calendar, she'll have to remember that the meeting details were in the email titled "Revisions For Sales Report", which is not very logical.

Combining those two important communications increases the chance that either the meeting or the revisions will be forgotten. Let's look at how she could have done it better:

Good Example

Subject: Revisions For Sales Report

Hi Jackie,

Thanks for sending in that report last week. I read through it yesterday and feel that you need more specific information regarding our sales figures in Chapter 2. I also felt that the tone could be a bit more formal. The report is going to be read by our Executive Team, and needs to reflect our professionalism.

Thanks for your hard work on this!

Monica

AND

Subject: Friday 10/9, 11am Meeting w/PR Dept

Hi Jackie,

I wanted to let you know that I've scheduled a meeting with the PR department for thisFriday, 10/9, regarding the new ad campaign.

It's at 11:00am, and will be in the small conference room. Please let me know if you can make that time.

Thanks!

Monica

By separating those two important communications, Jackie will be able to find what she needs quickly in her inbox.

As well as this, separating the two topics helps her keep her saved emails relevant. Once she's done with the revisions email she can delete it, but keep the meeting reminder email until the end of the week.

Exercise 5

Spelling

If you read that example fast, then you might not have caught any errors. But on closer inspection, you’ll find two. Can you see them?

The first error is that the writer accidentally typed conservation instead of conversation. This common error can happen when you're typing too fast. The other error is using weak instead of week.

Again, spell checkers won't catch word errors like this, which is why it's so important to proofread everything!

Tone

Well, that's hardly courteous! Messages like this can potentially start office wide fights. And this email does nothing but create bad feelings, and lower productivity and morale. A little bit of courtesy, even in difficult situations, can go a long way.

Good Example

Hi Jeff,

I wanted to write you a quick note to ask a favor. During our weekly meetings, your team does an excellent job of highlighting their progress. But this uses some of the time available for my team to highlight theirs. I'd really appreciate it if you could give my team a little extra time each week to fully cover their progress reports. Thanks so much, and please let me know if there's anything I can do for you!

Best,

Phil

What a difference! This email is courteous and friendly, and it has little chance of spreading badfeelings around the office.