

**Email Writing**

**Submitted By:**

**Shaikh Sameer**

**Introduction**

Email is widely used as a form of inexpensive yet highly effective business communication tool. Emails are rarely taken print-outs of, and are used as soft copies because it is easy to archive and retrieve emails. The reason of its popularity is its ease of access, which everyone in an organization starting from the CEO to the janitor can use.

Emails are an efficient way to communicate information in a well-presented, easy to read and professionally appropriate manner. Many people quote lack of time as a reason to forward substandard emails that range from incomplete to incomprehensible.

Many people mistake emails with text messaging, or at least their approach towards writing emails suggests so. Taking that to be the case, let's discuss the difference between a text conversation and email writing.

* **Text Message Conversation** − In a text message conversation, two people can exchange information, share details, provide corrections, and ask for clarifications in a rapid back-and-forth manner of communication.
* **Email** − Compared to this, emails are read by professionals who, depending on their work, may get anything between 20 to 200 emails a day. They neither want to engage in a back-and-forth conversation, nor have the time to ask for details multiple times. They just want to understand the content of the email, read out the instructions, process the information, get the task done, and empty the "unread" section of the inbox.

Keeping this in mind, let’s discuss some **tricks to write effective emails** −

* Plan your message.
* Use the subject line to grab reader’s attention.
* Keep your message short and clear.
* Don't type your entire message in lower case.
* Proofread your message before sending it and assume accountability.
* If you are angry, take a few minutes to cool down before sending an email.
* Don't type your message in capitals. Capitals are considered to be SHOUTING.

In certain cases, **emails may not be suitable**. Prefer to call someone when −

* You have to discuss personal, sensitive or confidential information.
* You are going to give bad news.
* Your message is complex and meaning might be lost in the wordings.
* You need an immediate response.

## Legal Risks of Emails

Emails are the preferred mode of communication for a lot of workplaces, and this means they carry a lot of information that could be confidential. The security and confidentiality of the information in the emails is the joint responsibility of both the sender and the recipients. Companies have strict guidelines to safeguard their documents and their contents. Let’s discuss some of the most commonly followed guidelines to prevent the misuse of emails.

**You and your company will be held liable for numerous legal suits if −**

* You send or forward emails with offensive content.
* You send an attachment that has a virus.
* You forward the sender’s email to another person without permission.
* You try to forge others’ emails or send emails from others’ accounts.
* You try to conceal your identity from the receivers when sending email.
* You copy a message belonging to another person without permission.

## Format of a Format Email

While most of us send informal emails to friends that might contain grammatical mistakes in them, the same is not true when writing to colleagues, especially when we want to make a good impression, as we have to be more careful and diplomatic this time. Here are some general tips on the right format of an email −

### Background

The default white background should be used for all emails. Colored backgrounds or scroll designs are deemed unprofessional and distracting.

### Font

Preferred fonts are Times New Roman or Arial, font size-12.

### Font Color

Font should be navy blue or black only.

### Contact details

Official contact information like name, designation, email id, contact number, company logo, and address of correspondence should be mentioned in the signature area. Personal statements are best avoided.

### First name and surname

They should be mentioned in the same font as used in the body of the email, only two font sizes larger. Cursive fonts are not recommended.

### Signature

The following information should be supplied in the same font and size as the body of the email.

* Designation
* Department
* Company Name & Address
* Landmark and ZIP Code.
* Contact Number
* Email address
* Company telephone number
* Company fax number
* Company URL
* Company URL

**Business Letters**

Business Letters are written to express good news, bad news, thanks, acknowledgement, invitation, request, Problem, denial or complaints. It is usually sent via email and bears the company letterhead.

A business letter is divided into three parts −

* **Introduction** − Opens with greetings and/or references to previous mails.
* **Middle** − Contains details and added information.
* **Conclusion** − Suggests or mentions action to be taken and the ending.

## Format of a Business Letter

A business letter normally contains the following elements −

* **Letterhead**
* **Organization name**
* **Address**
* **Telephone number**
* **Date**
* **Reader’s name (Position preferred)**
* **Address**
* **Dear Mr. /Ms. [reader’s name]**
* **Your ref. id (if in use) and Subject**
* **Introduction**
* **Body**
* **Conclusion**
* **With Regards**
* **Writer’s signature**
* **Name**
* **Position**

**Example**

## Example - Business Letter



**Tutorialspoint Pvt. LTD.**

Address- 388-A, Road no 22

Jubilee Hills, Hyderabad, Telangana.

500033, Ph: 91 40 23542835

**Date**- 23/04/2015

To

**The Manager**

Hasta La Vista Café Pvt. LTD

Address- 318-W, Road no 12

Jubilee Hills, Hyderabad, Telangana.

500033, Ph: 91 40 23542836

**Dear Sri**

**Ref ID:**< IBDFC172187323: Confirmation Call>

**Subject:**< Booking an appointment to discuss Interior Décor>

Greetings from Tutorialspoint

We are a Hyderabad-based educational organization and are one of the fastest growing firms in the world of online training. Your firm was referred to us by one of our associate firms and had complimented your commendable job.

We would like to avail your services for the purpose of interior decoration of our office premises. We would like to meet your representatives, hence kindly let us know of a date and time for the meeting so that we discuss the details.

Looking forward to hearing from you soon. Have a nice day.

With Regards

**(Insert signature)**

XYZ

Lead, Learning & Development

Soft Skills, Tutorialspoint Pvt. LTD.

**DON’T HARRASS WITH YOUR HANDHELD**

**Email doesn’t only come to our desks.** *Many of us now carry email around with us on*

*our mobile phones. This often results in being on call 24 hours a day, every day, even on*

*weekends. Apart from never being free from the demands of work, this also leads to many*

*more challenges.*

Messages typed with our thumbs often contain errors and can end up becoming quite terse.

You might include a tagline such as ‘Sent from my Blackberry’, thinking that your recipient

may be more forgiving of mistakes or brusqueness. But think again. This may not always

work.

**BUILD RELATIONSHIPS WITH YOUR WRITING**

You can develop great relationships and bonds if you remember these five important tips.

**1. Use the customer’s name**

Everyone likes to hear their name, so use it. Begin your messages with a greeting and

finish off with your name.

**2. Avoid jargon**

You may understand your technical jargon, but your reader may not. Simplify your

language and your expressions.

**3. Be friendly**

You don’t want to come across as apathetic or indifferent. Smile and show warmth in

your emails – it will make a difference.

**4. Be confident and competent**

Don’t beat about the bush. Be clear and courteous. And don’t be hesitant or unsure.

Avoid language like ‘maybe’ and ‘perhaps’.

**5. Show empathy**

This is not the same as sympathy. Empathy means showing appreciation for the other

person’s point of view of problems, and a clear understanding of their feelings.

**DON’T TAKE EMAIL FOR GRANTED**

**We are now sending more email messages than ever before.** *We even email people sitting at*

*the next desk instead of walking a few steps. This familiarity and convenience is encouraging*

*us to nurture sloppy, dangerous habits – habits that could ruin our reputations.*

Careless emails, especially if you slander someone, could land you in court.

Email is never completely private. Something you wrote could come back to haunt you.

Email messages can be used in legal investigations or as evidence in lawsuits.

Email passwords can be stolen.

Email messages are monitored by your IT department.

Violating company policies may cost you your job.

Careless and sloppy emailing can tarnish your reputation.

Remember!

Before you hit ‘send’, ask yourself these important questions:

1. Could I say this to the reader’s face?

2. Am I violating any policies or laws?

3. Would I want this message forwarded to someone else?

4. Is the information in a logical order and easy to read?

5. Am I writing this while angry or upset?

6. Will the reader know clearly what to do in response?

7. Will my message give a good impression of me?

8. Is email the best way to deliver this information?

9. Is email more appropriate than phone or face-to-face communication?

10. Will my message get the right results?

If your answers are ‘yes’, you can now hit ‘send’!

**THANK YOU FOR WHAT?**

**I just don’t get it.** *‘Thank you and Regards’ does nothing for me. It just tells me writer has*

*given no thought to putting his personality into the message and just wants to be like all his*

*colleagues and not stand out at all.*

If you have been courteous throughout your message (and no matter what the circumstances,

you must always be courteous) there should be no need to finish every email with ‘Thank

you’ or, worse still, ‘Thank you and Regards’. Thank you for what? Thank you for reading my

message?

Think of something more proactive to close with. Like:

**Thanks for your help.**

**Thanks for your patience.**

**Thanks for your understanding.**

**Thank you for your support.**

**LET READERS HEAR YOUR VOICE IN AN EMAIL**

**With email, you can’t see the sender,** *so you can’t read any clues that may help you to interpret*

*the message, e.g. body language, facial expressions, tone of voice, gestures. Therefore. It’s no*

*wonder that so many people misunderstand or misinterpret what is written.*

So many people have a normal conversation with someone on the phone, and then write an

email in a stilted fashion, using words they would never use in speaking.

Compare these two messages.

Remember!

Email should be used to help you build relationships, not break them. Don’t undo all

your good work on the phone by emailing in a different or unnatural style.

In email you, only have words and tone, so you must learn how to use them to create

your own email body language. When you learn to do this, you will be making a real

connection – and that’s what good customer relationships are all about.

**WRITE AS YOU SPEAK**

**I am always amazed at some of the emails I receive** *using language like: Please kindly*

*peruse the above-mentioned document, Kindly revert to me at your soonest, Appreciate your*

*kind assistance in this matter, or The said report is attached herewith for your reference and*

*perusal.*

When my workshop participants ask me if they can use such language, my answer is always:

“Would you say it if you were speaking to someone?” They always laugh and say, “No!” And

there lies the golden rule of writing: If you wouldn’t say it, don’t write it!

Check out these sentences that we often see in emails, and consider their modern equivalent:

We refer to your email message. **WRONG**

Thanks for your email. **RIGHT**

The above-mentioned workshop will be held next Tuesday, 4 May. **WRONG**

This workshop will be held next Tuesday, 4 May. **RIGHT**

The below-mentioned goods will be despatched to you next Monday. **WRONG**

These goods will be sent to you next Monday. **RIGHT**

Please furnish me with this information at your soonest. **WRONG**

Please let me have this information soon. **RIGHT**

Kindly revert to me asap. **WRONG**

I hope to hear from you soon. **RIGHT**

Please find attached herewith a copy of our latest catalogue for your reference and

perusal. **WRONG**

I am attaching our latest catalogue, and I hope you find it interesting. **RIGHT**

Remember**CONSIDER YOUR READER WHEN YOU WRITE**

**After you’ve written an important document***, do you ever take off your head and put on the*

*reader’s? Doing so will help you a lot, especially if you consider how the reader will feel.*

Remember!

You’ve written your message as the writer. Now take off your head and put on the head of the

reader. Imagine how the reader will feel as they read your message. Ask yourself:

**1. Is your message clear and concise?**

**2. Is there anything that could be misinterpreted?**

**3. Will anything create confusion or misunderstanding?**

**4. Have you beaten about the bush instead of getting to the point?**

**5. Does your email convey a good impression?**

**6. Is your message written in an appropriate tone?**

**7. Is the language appropriate considering your status and the reader’s?**

**8. Have you used words you would use if you were speaking to the reader?**

**TOUCH UP YOUR EMAIL TONE**

**Have you ever read an email and felt as though you’ve been slapped in the face?** *That’s*

*what happens when the writer hasn’t put the words together well, so the message comes*

*across harsh, abrupt, condescending, patronising or maybe sarcastic. This will never achieve*

*the right response, and will ultimately damage relationships.*

When writing in business, always consider these four important factors and adopt an

appropriate tone that reflects them all:

**your status**

**the reader’s status**

**your relationship with the reader**

**the content of the message**

**PUNCTUATE PROPERLY PLEASE!**

**Many people ask me,** *“Does it really matter if you put your commas and full stops in the*

*wrong place? Surely people will be able to figure out the message anyway?”*

Incorrect punctuation not only changes the meaning of your writing, but it can also cause

your reader to lose focus on what you are saying. Instead, the reader will start thinking

about how you are saying it and why it sounds odd to them. They won’t get your meaning,

and they may not reply to your key points. So yes, punctuation matters! Here are some of

the key uses for the comma:

**Use a comma between two complete thoughts (i.e. full sentences) that are connected by a**

**coordinating conjunction like and, but, or, yet, for, and so.**

The email was sent on Monday, but John did not receive it until Thursday.

The expansion of our business is a long-term project, and we need an effective

management consultant to advise us.

Becky has submitted her resignation, so she will be leaving at the end of the month.

**Use a comma after introductory phrases.**

After replacing the cartridge in the printer, please close the door firmly.

As soon as we obtain additional revenue, we can buy new stock.

If you want to pass all your exams, you will need to work hard.

**Use commas to separate items in a list.**

The committee will comprise Sue, Kara, James and Lynn.

We need to order more envelopes, paper and staples.

**Use a comma before and after information that could be placed in brackets.**

The new employee, Mary, will start work on Monday.

The new shopping mall, which opens on Monday, has 43 stores.

We need John, and possibly Doreen as well, to help with this project.

Mr. John Brown, our Training Manager, will interview you tomorrow.

**Finally, check out this sentence, which could be read in two ways.**

Mary, my assistant, will call you soon.

In this example, Mary is ‘my assistant’.

Mary, my assistant will call you soon

Without the second comma, Mary is the person you are talking to.

**USE VERBS NOT NOUNS**

**When writing, many people tend to express themselves more formally** *than they would if*

*Speaking. For example, you may chat to a colleague about a new award to recognise excellent*

*Service, but when you sit down to write an email you find yourself writing ‘in recognition of*

*Excellent service’. Why is this?*

Nominalisations (that’s what this style of writing is called) appear all over our writing. They

Make sentences longer, they make your writing less lively, less human, and more bureaucratic.

Normalisations are very common, especially in the civil service. What happens is that instead

of using a verb, e.g. to recognise, the writers uses the noun, recognition.

Let’s look at some examples of how you can change some nominalisations into verbs:

The use of to use

The clarification of to clarify

The improvement of to improve

The provision of to provide

The adoption of to adopt

Now let’s put some examples into sentences:

8 I will help you in the negotiation of a better salary. **WRONG**

4 I will help you to negotiate a better salary. **RIGHT**

8 Introducing lunch talks ensured the motivation of staff. **WRONG**

4 We motivated staff by introducing lunch talks. **RIGHT**

8 My new manager is helping me in the realisation of my career goals. **WRONG**

4 My new manager is helping me to realise my career goals. **RIGHT**

8 In recognition of the necessity of better staff training, the company made a decision on

the recruitment of a Training Director. **WRONG**

4 The company recognised that it needed better staff training, so they decided to recruita Training Director. **RIGHT**

8 We monitored the use of facilities through the documentation of attendance. **WRONG**

4 We monitored how people used the facilities by documenting attendance. **RIGHT**