

WRITING GUIDE

Formal e-mails

There are many different kinds of e-mails, e.g. business e-mails, e-mails of enquiry, e-mails of application, e-mails of complaint etc.

Structure and layout:

your e-mail address the recipient's e-mail address	<i>From:</i> <i>To:</i>
date	
subject line	<i>Subject:</i> State the purpose or topic of your e-mail.
salutation	<i>Dear Mr/Mrs Brown</i> (recipient known) <i>Dear Sir or Madam</i> (recipient unknown)
introduction	Introduce the concern of your letter. Explain why you are writing. <i>I am writing to inform you.../ask you to...</i>
main body	divided into paragraphs
ending	should successfully capture what you decided to convey Explain what you want the recipient to do if you need a response or action taken.
close	<i>Yours sincerely</i> (recipient known) <i>Yours faithfully</i> (recipient unknown)
signature	your name and position in the company

Style and register:

language - factual and polite

register – formal

no contractions (short forms)

no colloquial expressions