

UNIT 4. WRITING EMAILS



1. DEFINITION

EMAIL – noun (also e-mail)

UK /'i:meɪl/

1. a system for sending messages electronically, especially from one computer to another using the Internet.

e.g. You can contact me by email.

What's your email address?

2. a message sent electronically.

e.g. I got an email from Danielle yesterday.

3. verb

to send an email to (someone).

e.g. You can email me at my normal address.

2. TYPES OF THE EMAILS.

When it comes to email writing, there are two main types: **formal** and **informal**. Formal emails are typically used when contacting someone you don't know well, or when you need to appear professional.

Informal emails are more relaxed, and can be used when contacting people you know well or when a more casual tone is appropriate.

First of all, let's see what the words "**formal**" and "**informal**" actually mean:

Formal = done in a polite or appropriate way (according to a set of rules).

Informal = done in a free, relaxed way (and usually in a friendly manner).

E.g. Writing to a President would be formal, as would be an email to your company's CEO. In contrast, texting a friend would be informal.

In order to understand the difference between the two, you'll need to look at the overall tone of the email. Email tone has evolved over the last several years, but you will still encounter reasons to use only formal emails. Some key things to look for if

you're unsure whether an email is formal or informal are introductions, endings, and word choice.

1. Informal Emails

Informal emails are the ones you send to your friends, family, or anyone else you know well. They don't have to be super-serious, and you can use slang or write in a more relaxed way. You might even start with an informal greeting like "Hey!" or "Hi there!".

In addition, informal emails can be shorter than business emails since you're not required to include as much information. For example, you might just write a quick update about what's going on in your life, or you might ask a few questions about someone else's.

FOR EXAMPLE:

Hey John,

Thanks for submitting that memo. I spoke to my team this morning and we would love to set up a time to talk to you about your findings in the next week or so.

Let me know if you're available, and if so, what times. Thanks!

Talk to you soon,

Roseanne

Informal emails don't need to have a lot of structure, and you can be creative with them. However, there are still a few rules you should follow, such as using proper grammar and spelling, and not being too rude or offensive.

A bad example: "Hey dude, long time no see. How's it hangin'? I'm good, just been workin' a lot. Anyway, I need a favor."

This email is too short, informal to the point of being impolite, and it doesn't follow any rules of grammar or spelling.

A better example: "Hey there! I hope you've been doing well. It's been a while since we talked, so I thought I'd check in and see how you're doing. I've been good, just really busy with work. Let me know if you ever want to catch up."

This email is still informal, but it's polite and follows the basic rules of grammar.

When to Use an Informal Email:

You may want to use a more informal email if:

- You have already built up a working relationship with a co-worker, and it's understood that you can drop the formalities.
- You speak with your recipient daily, whether online or in person.
- The company culture prefers a more casual tone.

2. Formal Emails

Formal emails are the ones you send to people you don't know well, to business contacts, or to authorities (such as your bank, potential recruiter, school director, or college professor). Standard English is used to communicate.

Formal emails need to be polite and well-written, with no mistakes in grammar or spelling. They should also be concise (short and to the point), so that the recipient can easily understand your message, without wasting their time.

When you write a formal email, it's important to use the correct format and tone, so that your message comes across as professional.

FOR EXAMPLE:

Dear Mr. Smith,

Thank you for getting in contact with us. I'm sending confirmation that I received your memo this morning. I submitted it for review and will discuss your ideas with my colleagues this afternoon. We want to schedule a meeting no later than May 6th to discuss the topics you've brought up.

Could you please give me your availability by Friday afternoon so we can schedule something as soon as possible? Please also CC any other members of your team joining the meeting so that we can prepare for the proper number of people.

I look forward to discussing these issues further with you.

Regards,

Ms. Dawson

Looking over this example, it's apparent that the tone of this email is formal. There isn't any slang, and each email section is properly formatted.

Notice the introductory and closing phrases. "Dear" and "regards" are used, which are common in more formal emails. Using the phrase "thank you" versus "thanks" is also another indicator that this is a formal email.

When to Use Formal Email:

You may want to use formal email if:

- You are mailing someone from a more formal culture. This might require some research, especially if they are from a different country. This could involve a formal work culture.
- You are contacting somebody new or for the first time (e.g., when reaching out to a potential new business partner or requesting information from a Business or Institution).
- You want to show respect to someone (e.g., a client or somebody in upper management).
- You are applying for a job, contacting a customer, making a complaint, answering a complaint, canceling or rescheduling an appointment.

3. STRUCTURE OF AN EMAIL

Before we get into different email templates, it's important to know how to build an email yourself. For the most part, every email, regardless of its contents, will follow the same structure with the same basic elements. You should get to know these elements in order to ensure proper and effective email writing as a whole.

Professional Email Format

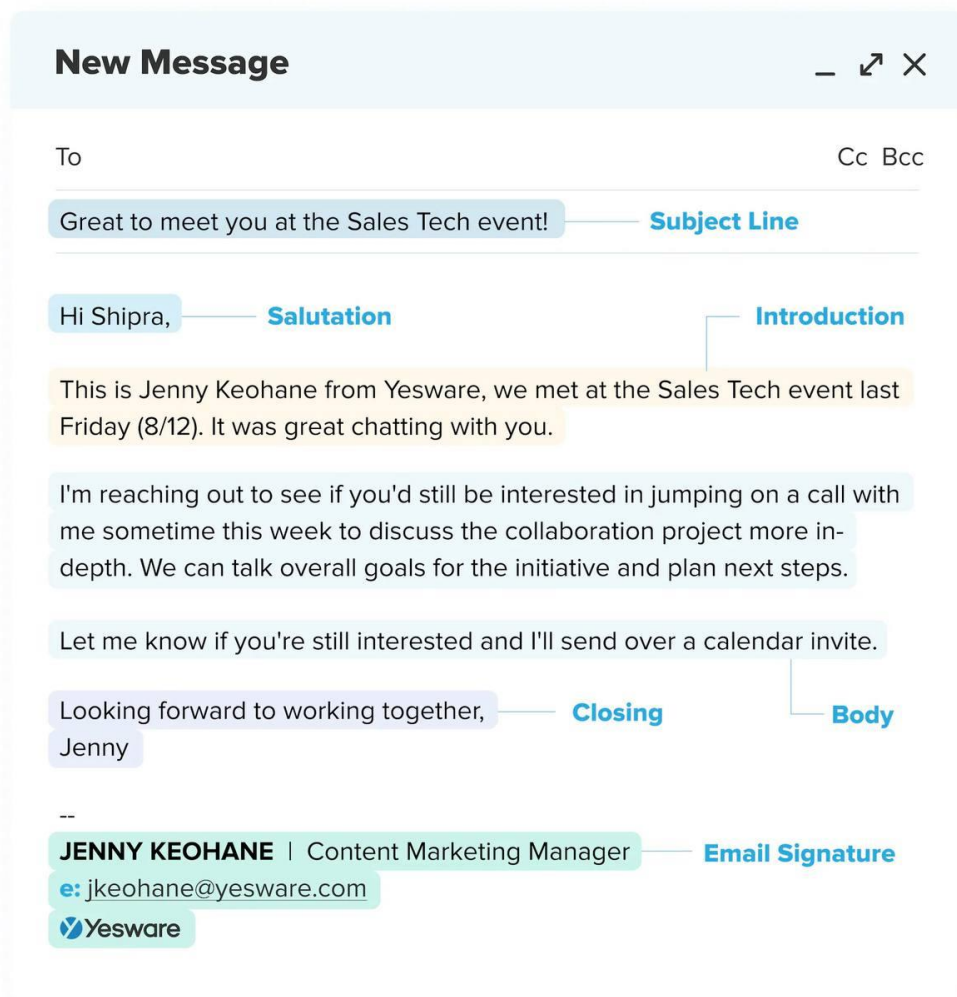
The diagram illustrates the structure of a professional email within a 'New Message' window. The window includes fields for 'To', 'Cc', and 'Bcc', and a 'Subject Line' field. Below these are sections for 'Salutation', 'Introduction', 'Body', 'Closing', and 'Email Signature', each represented by a colored bar indicating its position in the email structure.

Here are the essential elements of a professional email:

1. Subject Line: Summarize what your email is about in a clear and concise way.
2. Salutation: Greet your recipient with an appropriate salutation for the situation.

3. Introduction: Provide a brief summary of who you are.
4. Body: Write a few short paragraphs about why you're reaching out and end with a CTA (*Call To Action*).
5. Closing: End your email with a personalized closing.
6. Email Signature: Always include an email signature with contact information.

Now let's see these in action.



PROFESSIONAL EMAIL FORMAT

1. Subject Line

A good subject line informs recipients what the message is about and why they should read it. Try to make your subject line clear, specific, and concise.

Provide a quick explanation of what's inside your email in a clear and concise way; effective subject lines typically fall around 1-7 words. But remember to also make it appealing enough that the recipient wants to open your email.

In a cold email subject line study, we found that these elements significantly increased open rates:

- Personalize your subject lines
- Ask questions to generate curiosity
- Include numbers for increased engagement
- Address pain points to elicit emotion
- Provide value to catch their eye

Tip: Avoid all caps and multiple exclamation points. These are the two most common patterns that get flagged by spam filters.

For example:

- ❖ *Marketing Budget Q4: Please review by August, 31*
- ❖ *Meet the new VP of Engineering*
- ❖ *Spark for Android: First impressions from our users*
- ❖ *Requesting vacation for Aug, 10-20*

2. Salutation/Greeting

What's the most effective way to open up a conversation via email?

According to studies, the best email greeting may be the most obvious:

Hi {!First Name},

Try using “Hello” and “Hi” rather than “Hey” in professional and formal emails to avoid coming off as non-professional or too casual to your recipient. It's the safest route *and* studies show it's most effective.

If you want more email greetings, Grammarly suggests the six best ways to start an email are:

1. *Hi [Name],*
2. *Dear [Name],*
3. *Greetings,*
4. *Hi there,*
5. *Hello, or Hello [Name],*
6. *Hi everyone,*

Your greeting is your recipient's first impression of you – so play it safe. The last thing you want is them clicking away before getting to the content of your message.

3. Introduction

Never get into the body of the message without introducing yourself. It adds the additional element of mannerism and professionalism to your message.

Provide a brief summary of who you are and why you're reaching out.

Once you introduce yourself, then you can get into your ask (the body of your message). But your ask will fall flat without a proper introduction.

Tip: Including a line about the recipient in your introduction immediately grabs their attention and starts your email off on the right foot. Here are some examples:

- *I saw your post about [topic]*
- *Congratulations on [achievement]*
- *Great insights on [topic]*
- *I'm inspired by the work you've done on [field]*

4. The Body of Your Message

The next element of professional email format is the body of your message. This is where you illustrate the purpose of your email.

Remember, the shorter and more concise, the better.

Here's what to include:

- Explain why you're reaching out: In a few short paragraphs explain the reason for your email.
- The ask: If you're asking for something, make this clear, followed by a call to action.
- Include a CTA (*Call To Action*): What's next? Provide the next steps and what you're looking for from the recipient.
- Value the reader's time. Provide a recipient with any additional information they need to reply. At the same time, try to keep your email short and simple, and don't overload it with extra details.
- Make your email easy to read. Break your message into short paragraphs and take advantage of headings and lists. Where appropriate, emphasize the key information with **bold** or *italics*. Your aim to make your email as structured and easy to skim as possible.

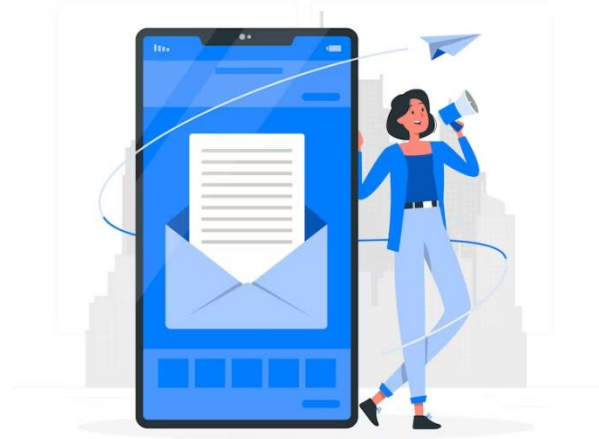
Keep your email about one topic and avoid asking multiple questions or writing lengthy sentences.

5. Closing

Lastly, your sign-off. You should end your email on a friendly note.

If you want to keep it simple, here are some of the most common closing phrases for professional emails:

- *Best,*
- *Best Regards,*
- *All the best,*
- *Thank you,*
- *Thanks again,*
- *With appreciation,*
- *Regards,*
- *Sincerely,*
- *Talk soon,*



If you want to take a more personalized approach, tailor your sign-off to align with the context of your message.

When you're requesting/scheduling a meeting:

- *Looking forward to meeting with you,*
- *Looking forward to working with you,*
- *Thanks in advance for your time,*

When you need feedback or a task completed:

- *I sincerely appreciate your help,*
- *Looking forward to your reply,*
- *Thank you and let me know if there are any hold-ups,*

When you've completed a project:

- *It was great working with you,*
- *Looking forward to collaborating again in the future,*
- *Thanks for all your hard work on this,*

6. Email Signature

Last but not least, your email signature provides the recipient with your contact information and relevant links.

What to include in your email signature:

- Name, position, company name
- Contact information
- Social media buttons to call your recipient to connect with you
- Extra: Your headshot — this reminds your recipient that there's a living, breathing human on the other side of the screen



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4. TIPS, USEFUL PHRASES, SENTENCE STARTERS FOR WRITING EMAILS.

Tone (Examples for Formal and Informal Writing)

Formal:

- Use a polite, professional tone.
- Use business vocabulary.
- Be concise and clear.
- Avoid abbreviations, contractions, slang, and emojis.

Informal:

- Use a friendly, personal tone.
- You can use contractions and slang.
- You can use emojis to help create a friendly tone.
- In other words, write freely.



Staying on top of your inbox is not always easy, but having some useful phrases like these can save you a lot of time. Make your emails more varied and rich. You can easily increase your productivity and improve the quality of your emails by using these phrases.

5. EXAMPLES.

1. An Example Email: Applying for a Job

<i>To:</i> tomford@gmail.com
<i>Subject:</i> Application for the position of Social Media Manager
<p>Dear Sir/Madam,</p> <p>I am writing to apply for the position of Social Media Manager that you have advertised on your website.</p> <p>I am a recent graduate of the University of California, Berkeley with a degree in Communications. I have three years of experience managing social media accounts for small businesses, and I am confident that I can do an excellent job for your company.</p> <p>Enclosed is my resume and a list of references. I would appreciate it if you could contact me to discuss this opportunity further.</p> <p>Thank you for your time and consideration.</p> <p><i>Sincerely,</i> <i>John Doe</i> <i>(123) 456-7890</i> <i>johndoe@gmail.com</i></p>

Task 1. Complete an applying for a job email in your own words using the tips.

<i>To:</i> [enter the email address of the person you are contacting]
<i>Subject:</i> [Role] Application
<p>Dear [Company Name],</p> <p>I am writing to express my interest in the [Job Title] position. With a [Degree or Professional Qualification] in [Your Field of Study] and [Number of Years] years of experience in [Your Current or Previous Relevant Job Role], I am confident in my ability to contribute effectively to your team at [Company Name].</p> <p>In my previous role at [Previous Company], I [Briefly Describe a Relevant Achievement or Project]. This experience honed my skills in [Specific Skills]</p>

Relevant to the New Job], which I believe align well with the requirements for the [Job Title] role. For instance, **[Provide a Specific Example of How You Used a Skill or Addressed a Challenge Relevant to the New Job]**.

Enclosed is my resume, which highlights my qualifications. I look forward to the possibility of discussing this exciting opportunity with you. I am available for an interview at your earliest convenience.

Sincerely,

[Your Name]

2. An Example Email: Request for a Meeting

To: tomsmith@gmail.com

Subject: Request for a meeting

Hello Mr. Smith,

I would like to request a meeting with you to discuss my recent sales figures. This past quarter, I met and exceeded my sales goals, and I would like to discuss what this means for my career trajectory at the company.

Would it be possible to schedule a meeting some time next week? I look forward to hearing from you.

Thank you for your time,

John G. Doe

Sales Representative

Task 1. Complete a sample email to a professor in your own words using the tips.

To: **[enter the email address of the person you are contacting]**

Subject: Request for Meeting with **[Professor's Name]**

Dear **[Professor's Name]**,

I am a student in your [Course Name] class and I would like to schedule a meeting with you to discuss [Topic of Discussion]. I am available [Days and Times You Are Available].

I would greatly appreciate the opportunity to discuss this matter further and hear your insights on the subject. Please let me know if this works for you. Thank you for your time.

Best regards,
[Your Name]

3. An Example Email: Making a Complaint

To: tomsmith@gmail.com

Subject: Complaint about Rocket Headphones

Dear Sir or Madam,

I am writing to complain about the quality of your product. I recently purchased a pair of Rocket headphones, and I have been very disappointed with them.

The sound quality is poor, and the headphones are uncomfortable I have only had them for a few weeks, and they are already falling apart.

I would like to return the headphones and receive a full refund. I have enclosed a copy of my receipt and the product information.

Thank you for your time and attention to this matter.

Sincerely,
John Doe

Task 1. Complete a sample complaint email in your own words using the tips.

<i>To:</i> [enter the email address of the person you are contacting]
<i>Subject:</i> (short description of your complaint)
<p>Dear (title)</p> <p>I wish to complain about (name of product or service, with serial number or account number) that I purchased on (date and location of transaction).</p> <p>I am complaining because (the reason you are dissatisfied). To resolve this problem I would like you to (what you want the business to do).</p> <p>When I first learned of this problem, I contacted (name of the person, date of the call) at your company, and was told that nothing could be done about my problem. I believe that this response is unfair because (the reason you feel the company has an obligation to you). I would like a written statement explaining your company's position and what you will do about my complaint.</p> <p>I look forward to hearing from you as soon as possible to resolve this problem. If I do not hear from you within (___ days) I will file complaints with the appropriate consumer agencies and consider my legal alternatives.</p> <p>I am attaching copies of my receipt or (other proof of payment or documentation of complaint).</p> <p>You may reply to me at this email or call me at (phone number).</p> <p><i>Sincerely,</i> [Your Name]</p>

EMAIL WRITING EXERCISES

Write your reply email using all the notes.

Task 1.

<i>From:</i> Nina
<i>Subject:</i> Olivia's party
Hello Jane,

I'm writing because, as you know, Olivia is leaving our university and moving to Canada. I thought we could organize a surprise party for her. Do you think it's a good idea? **(Great Idea!)**

If so, can you think of a good place to have the party? **(Suggest ...)**

Would it be best to have it on a weekday or at the weekend? **(Answer...Why?)**

Also, I'm thinking of hiring a DJ for the party. Do you know what sort of music Olivia likes best? **(Answer)**

Email me soon!

Nina

Task 2.

From: Ben

Subject: Your visit!

Hi John,

Can't wait to see you next week. Can you confirm you are arriving at 1 pm? **(Right!)**

Please tell me what things you would like to do when you come. What places would you like to visit? **(Tell Ben...)**

Also, Mum wants to know what food you'd like to eat. **(Explain)**

Finally, what would you like us to do in the evening? **(Suggest)**

I'm sure we'll have a great time.

See you soon,

Ben

Task 3.

From: Tim

Subject: Visit

Hi!

I'm so glad to see you next weekend. **(Me too!)**

I was wondering what we will doing when I arrive... Have you planned any activity for us? **(Tell)**

I'm thinking about what will be useful for my visit. Will we do anything outdoors, like fishing? I really like fishing. If so, I will bring my fishing rod and raincoat. **(No, because...)**

Also, I want to buy a gift for your parents to thank them for letting me stay. What do you think they would like? **(Suggest)**

See you soon!

Tim

Task 4.

From: Nicola

Subject: New flat

Hi Brenda,

I'm so glad that you moved house. I know your previous one was very small and there hasn't been enough space for you since your daughter was born.

How is your new flat? How many bedrooms do you have? **(Tell)**

Do you like the neighbourhood? Nice if there were some playgrounds nearby for your daughter.. **(Describe)**

Have you bought new furniture or do you have old ones? **(Explain)**

I'd like to come and see your new house as soon as possible. **(Invite)**

See you soon,

Nicola

6.POOLS (CREATIVE TASKS)

The given tasks can serve as prompts to help you practice your email writing.

Formal

1. Write an email to a customer
2. Write a job application
3. Write an email to your manager
4. Write a complaint to a shop
5. Write a mail about leave for one day
6. Write a confirmation email
7. Write a “Thank you” email
8. Write an email from one company to another company
9. Write an email to ask for information regarding colleges, admissions, reservation confirmation, internship opportunity
10. Write an email about Inter-house, Inter-school competitions
11. Announcement of the winner of any university competition
12. Congratulations letter, to congratulate someone on their achievement
13. Emails about cleanliness drive, plantation programs in university
14. Joining of a new employee mail
15. Write an email to the Admission Officer of Ayra International College, asking him/her about the information on the admission process, fees, hostel facility, and eligibility criteria for your course.
16. Proposal for Collaborative Project: [Project Title]
17. Request for Feedback on [Specific Topic/Project]
18. Invitation to Participate in [Event/Workshop/Webinar]
19. Follow-Up on Meeting Action Items
20. Announcement of Policy Updates or Changes



Informal

1. A birthday greeting to a colleague
2. An email to a colleague who is also a good friend

3. A social invitation to a friend at your workplace
4. An email with a link to a funny YouTube clip
5. A message to a friend on a social networking site
6. Write an email to your friend Dora Chaudhari telling her about your school/university trip to Lviv.
7. Giving life updates to someone close
8. Writing to a friend about your achievement
9. Weekend Plans: Sharing what you're up to over the weekend or asking about their plans.
10. Movie or TV Show Recommendations: Sharing your favorite recent watch or asking for recommendations.
11. Funny Anecdotes: Sharing a recent funny or interesting experience.
12. Pet Stories: Sharing stories or pictures of pets and their antics.
13. Travel Experiences: Discussing recent or dream travel destinations and experiences.
14. Book Club Discussions: Sharing thoughts on a recent read or suggesting books for the club.
15. Recipe Sharing: Sharing a favorite recipe or asking for cooking advice.
16. Music Suggestions: Sharing favorite songs or asking for new music recommendations.
17. Sports Talk: Discussing recent games, favorite teams, or upcoming matches.
18. Memes and Internet Culture: Sharing funny memes or discussing internet trends.
19. Hobby Updates: Sharing updates on hobbies like gardening, painting, or photography.
20. Fitness Progress: Sharing workout routines, achievements, or seeking motivation.