

How to write emails in English



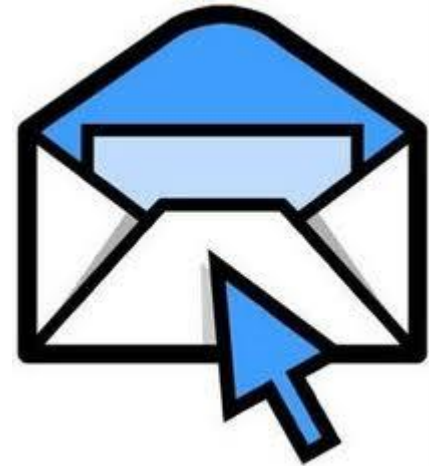
Emails are letters

- Usually shorter and less formal than letters, abbreviated forms
- In business world, you should try to appear more formal, not too casual



Write an effective subject line

- To catch reader's attention
- Brief and specific
- Avoid UPPERCASE – it looks like you are SHOUTING!



Begin with a greeting – address the person by their **name**

Depending on the formality of the relationship

- **Dear Mr. Fox** (*Peter Fox*)
- **Dear Ms. Fox** (*Rose Fox*)
 - *Dear Mrs. Fox* (*Rose Fox – she is married – this is OK to use if you know she's married and wants to be called 'Mrs'*)
 - *Dear Miss Fox* (*she is not married*) – *this form is not really used these days – FORGET IT*
- **Dear Orla Smith** (*use the full name if you don't know the gender*)
- *Hello Monica* (*use with friends & people you know*)
- *To Whom It May Concern / Dear Sir or Madam* (*use in VERY formal situations if you don't know the recipient's name*)



Thank the recipient

- Replying to client's inquiry

Thank you for contacting ABC company

- Find anything to thank for

Thank you for your prompt reply

Thank you for your email.



State your purpose

- If you are initiating the communication
- Make it clear early in the email
- Keep sentences short and clear
I'm writing to enquire about...



Keep it short and to the point

- Eliminate all the information that is not necessary
- KISS – keep it short and simple
- State the most relevant and interesting information first – people are busy
- Short paragraphs



End with a closing

- Thank again
- Refer to future contact
 - **I'm looking forward to** hearing from you (soon). / **I'm looking forward to** meeting you.
- Closing line: *Best regards* / *Best wishes* / *Kind regards (neutral)*
- *Sincerely* / *Yours sincerely (formal)*
- Add your contact details
- Proofread for typos and mistakes





Automatic signature

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Remember

- Proofread, use grammar and spelling software to check for any errors – be especially careful with names!
- Note possible confusion with dates:
 - 11/8/2021
 - For clarity, write out month name: 11 August



Thank you and good luck!

