

# Writing emails – Part 2

Redacción de emails en inglés (parte 2)

# Structure

## Modals: Probability

Must, might, could,...

## Making arrangements

Useful expressions

## Formal vs Informal

Tips and guidelines for emails

## Giving opinions

Useful expressions

## Enquiries & Request

How to make an enquiry and request action via written communication

## Advanced Linkers

How to connect sentences

# Modal Verbs

- Obligation
- Advice or Suggestion
- **Probability**
- Ability & Permission



# Probability



## Probable

Must – 90 %

Could – 60%

May / Might – 50%

## Improbable

Must not – 10%

Couldn't – 5%

Can't – 1%

## Must

Must means that there is a very high probability

These girls look a lot alike and they are dressed the same. They must be twins.

*It's a logical conclusion.*



## May or Might?



May or might express 50% probability.

George isn't at home. He might be at the movies. He may still be at work

May = might except in reported speech, when we only use 'might'

**Be careful with the Spanish translations. No Spanglish please!**



# Must not

We use must not when there isn't much probability = 10%

Notice the difference between "must not" and "mustn't"

**You mustn't exercise**  
Prohibition



**You must not exercise**  
Logical conclusion



## The past = modal verb + have + past participle

I must be crazy.

I must have been crazy.

You could have a fever.

You could have had a fever.

He may arrive late.

He might have arrived late.

Probability

In the past



# To be able, can & could



## Translations

SIGNIFICADO	PHRASE
Puede que tengas razón.	You may/might be right.
Ese hombre debe de ser mayor.	That man must be old.
No deben de tener mucho dinero.	They must not have a lot of money.
No puede ser.	It can't be.
Debéis de estar cansados.	You must be tired.
El no debe de trabajar mucho.	He must not work very much.
Puede que haya una toalla.	There might be a towel.
Puede que ella no lo sepa.	She may/might not know.

# Formal or Informal?



## Formal

- Follow a specific format
- Written in the 1<sup>st</sup> or 3<sup>rd</sup> person
- Lots of Latin-based words
- no contractions, no slang

## Informal

- Any format
- Any point of view
- More Germanic vocabulary
- Contractions, idioms and slang

# Useful expressions



## Informal

1. What do you need?
2. Thanks for that email.
3. Sorry, I can't make it.
4. I am sorry to tell you that...
5. I promise...
6. Could you...
7. You haven't...
8. Don't forget...
9. I need to...
10. Shall I...?
11. But.../Also.../So...
12. Please could you...
13. I am sorry for...
14. Re...
15. See you next week.

## Formal

1. Please let us know your requirements.
2. Thank you for your email received on 12 March.
3. I am afraid I will not be able to attend.
4. We regret to advise you that...
5. I can assure you that...
6. I was wondering if you could...
7. We note from our records that you have not...
8. We would like to remind you that ...
9. It is necessary for me to...
10. Would you like me to...?
11. However.../In addition.../Therefore...
12. I would be grateful if you could...
13. Please accept our apologies for...
14. With regard to... (or With reference to...)
15. I look forward to meeting you next week.

# Writing an email

1. Keep it short and simple: concise is always better
2. Consider the recipient.
3. Leave out the humour and emotions
4. Proofread read every email you send

Consider the 5-sentence rule

# Enquiries & Requests



Making an enquiry and requesting information via email



**Company's Growth**

A table showing the company's growth over time. The Y-axis represents sales in millions of dollars, ranging from 0 to 1,000,000,000. The X-axis shows four quarters. The sales show a steady increase over the period.

Quarter	Sales (M\$)
Q1	400,000,000
Q2	600,000,000
Q3	800,000,000
Q4	1,000,000,000

**Business Company**

A table showing the company's financial data. The Y-axis represents sales in millions of dollars, ranging from 0 to 1,000,000,000. The X-axis shows four quarters. The sales show a steady increase over the period.

Quarter	Sales (M\$)
Q1	400,000,000
Q2	600,000,000
Q3	800,000,000
Q4	1,000,000,000

**2016 % Growth**

A table showing the company's growth over time. The Y-axis represents sales in millions of dollars, ranging from 0 to 1,000,000,000. The X-axis shows four quarters. The sales show a steady increase over the period.

Quarter	Sales (M\$)	% Growth
Q1	400,000,000	10%
Q2	600,000,000	15%
Q3	800,000,000	20%
Q4	1,000,000,000	25%

## Make an enquiry

- Keep it short and simple
- Be polite, always.
- Avoid imperatives.
- Use 'please'.

## Enquiry examples

We would be grateful if you could send us the reports, please.

Would you mind please sending us the reports when you have a chance?

Could you please send us the reports?

Please can you send us the report?



## Useful expressions

Thank you for your interest.

I'm pleased to send you

Please find attached the requested information

We hope you are happy/satisfied with ...

Thank you for choosing ...

If you need any further information, please don't hesitate to contact us.

Should you need any further assistance, please feel free to get in touch.

## Responding to an enquiry

# Asking people for things in an email

## Make it easy to say 'yes'

Always clarify what you need and make it difficult to say 'no'

## Subject line

Compose an interesting subject line to hook your audience

## Details matter

Show that you're interested and avoid using a template. Include a deadline if possible.



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## The R.A.P. standard

- R – Reference: Introduce what you are writing about
- A – Action: Tell them what you need (them) to do.
- P – Polite close: Thank them and say goodbye.

# Email Structure

Formal request



Dear Mr. Bolles,

I am writing to you in advance of our meeting on Monday April 25. **(R)** When you have a chance, would you mind sending me the latest version of the agenda? **(A)**

Thank you for your help. I look forward to meeting you soon. **(P)**

Mathias Verbeken

## Email Structure

# Making arrangements

Good news! I'm available on the 12th for the sales meeting.

I'll get in touch next week.

I'm on a tight schedule

I have a window on the 13<sup>th</sup>

The arrangements for the meeting have been finalised.

# Email Structure

## Making arrangements



I'll check my diary when I get back to the office.

We're behind schedule. Is there any way we could finish next month?

The meeting will be put back until Friday.

I finished early so I can make it to the party tonight. See you there.

I'll leave it in your capable hands.

1. All things considered, it wasn't a bad experience. We laughed a lot.

A fin de cuentas, no fue una mala experiencia. Nos reímos mucho.

2. I totally agree with Lilah. Brian is our best option

Estoy totalmente de acuerdo con Lilah. Brian es nuestra mejor opción.

3. As far as I can see, the translation is correct.

Por lo que veo, la traducción es correcta.

4. I honestly feel that the changes need to be made asap.

De verdad siento que los cambios tienen que hacerse cuanto antes.

5. In my view, the economy is not slowly recovering.

A mí parecer, la economía no se está recuperando de forma lenta.

Email Structure

Expressing opinions



6. Personally, I thought that he was lying.

Personalmente, pensaba que mentía.

7. As far as I'm concerned, this plan is a disaster.

En lo que a mí respecta, este plan es un desastre.

8. I have to say that I didn't like the way you spoke to her.

Tengo que decir que no me gustó tu forma de hablarle.

9. On the one hand he/she's very strict, but on the other, his classes are very good.

Por un lado es muy rígido, pero por otro sus clases son muy buenas.

10. My initial reaction, it wasn't very good, but I like it more and more.

Mi reacción inicial no fue muy bueno, pero cada vez más me gustá.

## Email Structure

## Expressing opinions

# Advanced Linkers

Successfully linking your sentences

# Conjunctive Adverbs

Conjunctive adverbs are both adverbs and conjunctions. They are often used in a sentence to link two sentences together.

Your idea was very clever; **however**, it didn't work.

Positive idea

Negative idea

# Conjunctive adverbs

## However vs Nevertheless

Both however and nevertheless are used to show that the sentence that follows is surprising or unexpected. But they are different!

George loves living in Spain. **However**, he didn't learn a word of Spanish

Positive idea

Negative idea

Elisabeth hate living in Spain. **Nevertheless**, her Spanish is perfect

Negative idea

Positive idea

Your friend Brian is really nice; **however**, I don't want to go on holiday with him.

Suzy is very shy; **nevertheless**, her sister is very outgoing

Logan loves Cristina. **However**, they live 1500km away from each other

I thought that I hated sushi; **nevertheless**, when I tried it I loved it.

Lilah didn't think her work was appreciated. **Nevertheless**, she got a promotion

## Conjunctive adverbs

### Examples

## Conjunctive adverbs

However can also be used as an adverb. In that case it means “in whatever manner or way”

**However** you say it, you will hurt her feelings.

*It doesn't matter if you say it nicely, or quickly, or gently.*

**However** much I study, I never seem to remember the phrasal verbs.

*No matter how much I study...*

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# Thanks!

Does anyone have any questions?