

A photograph of a person in a dark blue suit sitting at a desk. They are using a laptop and a tablet. The tablet displays a line graph and a pie chart. On the desk, there is a blue mug, a printer, and some papers. The background is a bright office setting.

Writing emails – Part 1

Redacción de emails en inglés (parte 1)

Structure

Modals: Ability

Can, could, able to...

Useful vocabulary

Back to basics

Basic rules

Tips and guidelines for emails

Acronyms

Understanding basic business references

Structure

The optimal structure of an email

Linkers

How to connect sentences

Modal Verbs

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



Ability & Permission



Can

Can I take the file home?

I can speak three languages.

I can't see him

Able to

I'm sorry, I'm not able to respond.

Is he able to read the text?

We're not able to finish on time

The past of can = could

I can't see very well

I can speak English

I am able work at night

I couldn't see very well

My grandfather could speak German

I was able to finish my work early

Ability & Permission

In the past



Important details

To avoid using Spanglish, remember the following:

1. Can and could are most common.
2. Can and could are only used in the past and present.
3. Could is used for general ability and able to is used for specific ability.

Remember that could has many translations!

To be able, can & could



Translations

PHRASE	SIGNIFICADO
We can see the mountain from our window.	Podemos ver la montaña desde nuestra Ventana.
They were able to evacuate the building in time.	Pudieron evacuar el edificio a tiempo.
Have they been able to contact Brian?	¿Han podido contactar con Brian?
How many languages can she speak?	¿Cuántos idiomas puede hablar ella?
They couldn't sell alcohol after 11pm	No podían vender alcohol después de las once.
We couldn't see well at the cinema	No veíamos bien en el cine.
The doctor was able to save the patient.	El doctor pudo salvar al paciente.
You should be able to set up the Ikea table	Deberíais poder montar la mesa de Ikea.



293.6 billion

Emails sent per day

28%

Of the work day reading and answer email.

33 minutes

How often people check their email

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

Avoid being Spam



Provide a warning when sending large attachments



Email etiquette

- Try to reply within 24 hours
- Don't use CAPITAL LETTERS
- Double check the email recipient
- Your email is a reflection of you:
don't email angry

Don't!

“Reply all”

Is it really necessary to include everyone?



Three tips to be more concise



SUBJECT

Don't use vague subject lines. Always be specific.

ABBREVIATIONS

FWIW, you should avoid abbreviations IMO, TYT and consider KISS

SIGNATURE

Include your socials. You never want someone to have to look up how to get in touch with you.

Email Structure

Formal & Informal openings



1. **To whom it may concern,**

If the person or company you are writing to is not yet known.

2. **Dear Sir/Madam,**

If you do *not* know the person or the company you are writing to.

3. **Dear Mr Bolles,**

If you know the name of the person you are writing to, but are not very familiar with them.

4. **Dear Mrs Demai,**

If you know the name of the person you are writing to, but are not very familiar with them.

5. **Dear Brian,**

If you know the name of the person you are writing to

6. **Hi/Hello/Hey Lilah,**

If you know the person you are writing to very well.

- My name is Brian Bolles, and I'm writing on behalf of Boulder Ltd.
- (First, let me introduce myself.) My name is Lilah Demai and I am the Sales Manager at Northshore Ltd.
- We haven't met but Brian Bolles suggested I contact you.
- Lilah Demai gave me your e-mail address / contact details.

Email Structure

Introducing yourself

Email Structure

Saying why you're writing

1. I am writing to confirm your travel arrangements this Thursday.
 2. I am writing to inform you of the changes to the agenda.
 3. I am writing to let you know that we have had to make some changes to the agenda.
 4. I'm writing to thank you for your help last week.
 5. I'm writing to apologise for the misunderstanding last week.
-

6. This is just to let you know that we have had to make some changes to the agenda.
7. I just wanted to check that you received the documents.
8. Just to say that I have received your message.
9. Just to remind you that I'll be away next week.

Email Structure

Saying why you're writing



Referring to past or future contact

- In reply to your email,
- Further to our meeting last week
- Following on from our call
- Prior to next week's meeting
- In advance of the product launch at the end of this year

Email Structure

Conclusion



- | | |
|---|------------------------|
| 1. I look forward to hearing from you soon | Formal conclusion |
| 2. Hope to hear from you soon | Informal conclusion |
| 3. Should you have any further questions please feel free to contact me | Formal offer of help |
| 4. Don't hesitate to get in touch if you need anything else. | Informal offer of help |
| 5. Thank you very much for all your help. | Neutral gratitude |
| 6. (I) Hope all is well with you. | Neutral conclusion |

Formal & Informal Closings

1. **Yours faithfully,**
2. **Yours sincerely,**
3. **Best/Kind/Warm regards,**
4. **Take care, Ciao, All the best,**

Formal closing if you do not know the person

Formal closing if you know the person

Informal closing if you know the name of the person

Informal closing if you know the person very well.

Many people use “regards” for formal emails. Do you make this mistake?

A for Alphabet

How to give your email address correctly



A	Alpha
B	Bravo
C	Charlie
D	Delta
E	Echo
F	Foxtrot
G	Golf
H	Hotel
I	India
J	Juliet
K	Kilo
L	Lima
M	Mike

N	November
O	Oscar
P	Papa
Q	Quebec
R	Romeo
S	Sierra
T	Tango
U	Uniform
V	Victor
W	Whisky
X	X-ray
Y	Yankee
Z	Zulu

The NATO Alphabet

When speaking on the telephone, it is sometimes useful to spell a word using English Phonetic Spelling.

To spell "Club", for example, you would say: "C for Charlie, L for Lima, U for Uniform, B for Bravo."



Email Vocabulary

- Attachment
- Read receipt
- (Blind) Carbon Copy
- Disclaimer
- Message thread

Business Acronyms



ASAP

As Soon As Possible

BTW

By The Way

EOBD

End Of Business Day

FYI

For Your Information

IMO

In My Opinion

NSFW

Not Suitable For Work

Linkers!

Because key words are great for catching your audience's attention

Linkers: Structure

At first sight

First of all

In the first place

To start with

Finally

In conclusion

Lastly

A primera vista

antes que nada

En primer lugar

Para empezar

Por último

Para concluir

Por último

Linkers:

Adding information



Eventually

finalmente

Apart from

aparte de

Besides

además

Additionally

además

Moreover

además

Furthermore

además

Also

además

On top of that

además

However

sin embargo



Nevertheless

no obstante

Nonetheless

no obstante

Instead of

en vez de

On the contrary

por el contrario

Whereas/while

mientras

Even though

aunque

Although

aunque

Conversely

por el contrario

Yet

pero

Linkers:

Contrast

Linkers: Opinions

As far as I'm concerned

por lo que a mí respecta

From my point of view

desde mi punto de vista

In my opinion

en mi opinión

In my view

en mi opinión

It is true that

Es verdad que

Personally

personalmente

To be honest

para ser honesto

To tell the truth

a decir verdad

Similarly

igualmente

Likewise

asimismo

In the same way

del mismo modo

For instance

por ejemplo

Such as

tal(es) como

Linkers:

Similarities and examples

Thanks!

Does anyone have any questions?