

Compose with confidence

Email writing essentials

Structure

Basic rules

Tips and guidelines for emails

Structure rules

The optimal structure of an email

Useful vocabulary

Back to basics

Acronyms

Understanding basic business references

Enquiries & Requests

How to make an enquiry and request action via written communication

Linkers

How to connect sentences



293.6 billion

Emails sent per day

28%

Of the work day reading and answer email.

33 minutes

How often people check their email

Basic rules



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 Sanchez,**

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 John,**

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 Juan Sanchez, and I am the Sales Manager at Northshore Ltd.
- We haven't met but Brian Bolles suggested I contact you.
- Fulanito Fernandez 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

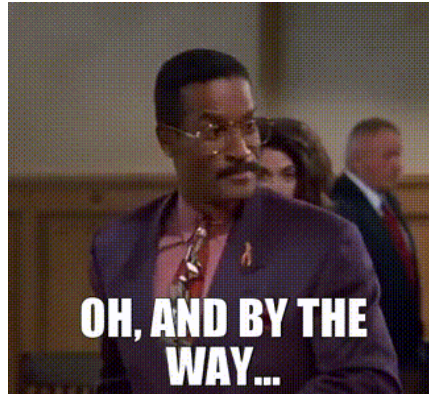
ASAP

As Soon As Possible



BTW

By The Way



EOBD

End Of Business Day



Business Acronyms

FYI

For Your Information



IMO

In My Opinion



NSFW

Not Suitable For Work



Formal or Informal?



Formal

Follow a specific format

Written in the 1st or 3rd person

Lots of Latin-based words

No contractions, no slang

Informal

Any format

Any point of view

More Germanic vocabulary

Contractions, idioms and slang

Enquiries & Requests



Making an enquiry and requesting information via email



Make an enquiry

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

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?

A horizontal grey bar with a slight 3D effect, consisting of a darker grey top layer and a lighter grey bottom layer.

Enquiry examples

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.



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

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

Linkers!



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

Apart from

Besides

Additionally

Moreover

Furthermore

Also

On top of that

finalmente

aparte de

además

además

además

además

además

además

As far as I'm concerned

From my point of view

In my opinion

In my view

It is true that

Personally

To be honest

To tell the truth

por lo que a mí respecta

desde mi punto de vista

en mi opinión

en mi opinión

Es verdad que

personalmente

para ser honesto

a decir verdad

Linkers

Opinions

However

sin embargo

Nevertheless/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

Similarly

igualmente

Likewise

asimismo

In the same way

del mismo modo

For instance

por ejemplo

Such as

tal(es) como

Linkers

Similarities and examples

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

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...

Conjunctive adverbs

Adverbial use

Thanks!

Does anyone have any questions?