



Guidebook for your best emails

Learn how to write emails that people want to read.

September 2022





Unaprijedite svoju poslovnu komunikaciju na stranim jezicima.

U newsletteru vas čeka još više informacija i izvora za učenje.

Saznajte više o našim specijaliziranim programima i radionicama poslovnih vještina na stranim jezicima.

Emails

The content and style of emails may differ from country to country, and it also depends on the business and corporate culture.

1 Who will read your email? In general, emails are either *informal* (more like spoken English) or *formal/semi-formal* (similar to a business letter). Emails to senior staff or people outside of your organization usually use more formal language than those sent to work colleagues.

2 What style and tone do you need to use? Remember that this sometimes depends on the recipient's country/culture.

3 How will you organize the information in your email? Always remember to check that the end result is polite and clear.

ELEMENTS OF AN EMAIL

- Subject
- Salutation
- Opening
- Body
- Closing remark
- Signature

PURPOSES

- Introductory
- Inquiries and orders
- Meeting requests, invitations
- Offers
- Giving news and information
- Complaints and problem solving
- Apologies
- Advice and suggestions

Issues to consider

- The level of formality
- Your relationship with the recipient
- Business and company culture

Informal emails

Hi Alicia,

I wanted to apologize for the problems on our recent project. I'm sorry that we missed the agreed deadline of Friday 19th.

This was because of problems with our supplier, which we were informed about at very *short notice*. I've now managed to source alternative materials that match the quality and price required.

The completed design will be with you by Monday 22nd. We've made contact with another supplier *to make sure* that these problems don't occur again with future prototypes.

Thanks for your patience and understanding while we resolved the issue and *I'm sorry for any inconvenience this may have caused*.

Do let me know if you have any queries. The revised schedule *is attached*.

Best wishes, Kasia

What is the relationship between Alicia and Kasia?

What makes this email informal?

What is the issue?

How does Kasia start and close the email?

How does Kasia explain the problem and how does she apologize?

Formal emails

Dear Mr Evans,

I would be most grateful if you would consider putting forward my application for a place on one of the training courses that are currently being arranged for September.

Please find below details of the requested course:
Course number: AV12/20
Course title: Coaching and mentoring.

The course would be most useful as my role has recently been expanded and now includes creating mentoring programmes for our interns and graduate trainees.

Would you be able to let me know if funding for the course is available as I would need to confirm my place by Thursday 18th?

Sincere thanks for considering my request. *You will find my completed application form attached.*

Please do not hesitate to contact me if you need any additional information.

Yours sincerely,

Stefan Nowak
Induction Manager

How does Stefan start and close the email?

What formal phrases can you find in this email?

What is the purpose of the email?

What makes this email formal?

What is the relationship between Mr Evans and Stefan Nowak?

Salutation

Salutation depends on the level of formality and your relationship with the other person.



Dear Mr Brown
Dear Dr Brown



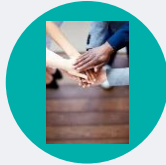
Dear Ms Brown
Dear Dr Brown

In modern business, we use Ms for all women.



Dear Sir / Madam
To whom it may concern
Dear HR Department/IT Manager

When we don't know the name of the person.



Dear Jack
Hi Mary
Hello Lee

For close business contacts.

Main sections of an email



DATE

2 October 2022

October 2,
2022

FORMAL

1. With reference to your letter/email/phone call/inquiry of 2 May.....
2. Further to your email/letter/offer....
3. Thank you for your email/meeting.....

INFORMAL

1. Following your email....
2. Many thanks for attending the meeting...
3. It was great meeting you last week....

REFERENCE

I AM WRITING TO

- inquire about....
- apologise for....
- confirm the meeting....
- to inform you....
- to request.....

GOOD NEWS

- We are delighted to inform you...
- We are pleased to confirm...

BAD NEWS

- We regret to inform you that....

EXPLAIN THE
REASON FOR
WRITING

FORMAL

- Could you possibly?
- I would be grateful if you could...
- Could you prepare a brief report to update us?
- Would you be able to....

INFORMAL

- Can you let me know where we are with the Andrews project?
- Would you talk me through the process?
- I'd like to request a meeting to discuss....

MAKING
REQUESTS

AGREEING

- We would be delighted to....
- We would be happy to... (INFORMAL)

DISAGREEING

- Unfortunately....
- I am afraid that....
- We are unable to...
- We would not be able to....

AGREEING AND
DISAGREEING

**CONTRACTIONS
= INFORMAL**

I will = I'll
I have = I've
I would = I'd

Closing your email

ENCLOSING

- In formal letters sent by post.
- With formal and official offers and documentation.

Please find enclosed.....

Enclosed you will find...

I am enclosing....

ATTACHING

Please find attached

Attached you will find....

I am attaching...

Please review and sign the contract attached.

**ENCLOSING
VS
ATTACHING**

Thank you for your help.

Please contact us again if we can help in any way/if there are any problems/if you have any questions.

Please do not hesitate to contact me if you need any additional information.

Please let me know if you have any queries.

Sincere thanks for considering my request.

CLOSING REMARKS

I look forward to ...

hearing from you soon.

meeting you next Tuesday.

seeing you next Thursday.

collaborating on the project with you.


discussing the proposal further.
the conference.

the presentation.

**REFERENCE TO
FUTURE CONTACT**


Signing off

Signing off always depends on the salutation – make sure you match them correctly. 😊




Dear Mr Brown
Dear Ms Brown

**Yours sincerely,
Sincerely,
Kind regards,
Best regards,**



Dear Sir/Madam
To whom it may concern
Dear HR
Department/IT
Manager

Yours faithfully,



Dear Jack
Hi Mary
Hello Lee

**Best wishes,
All the best,
Regards,
BR,
Best,**

Formula for a winning **subject line**



Tell people what you need them to do

When you need your manager to make a decision.

BAD EXAMPLE: New marketing strategy.

GOOD EXAMPLE: Decision Required: New marketing strategy.

When you want feedback from your colleagues.

BAD EXAMPLE: My presentation.

GOOD EXAMPLE: Feedback – Marketing presentation.

When you need some information from business partners urgently.

BAD EXAMPLE: Project update

GOOD EXAMPLE: Update Necessary: Project info needed by 3pm

Lingua Grupa

There are
no shortcuts
to any place
worth going.

Lingua Grupa
INSPIRED LEARNING



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