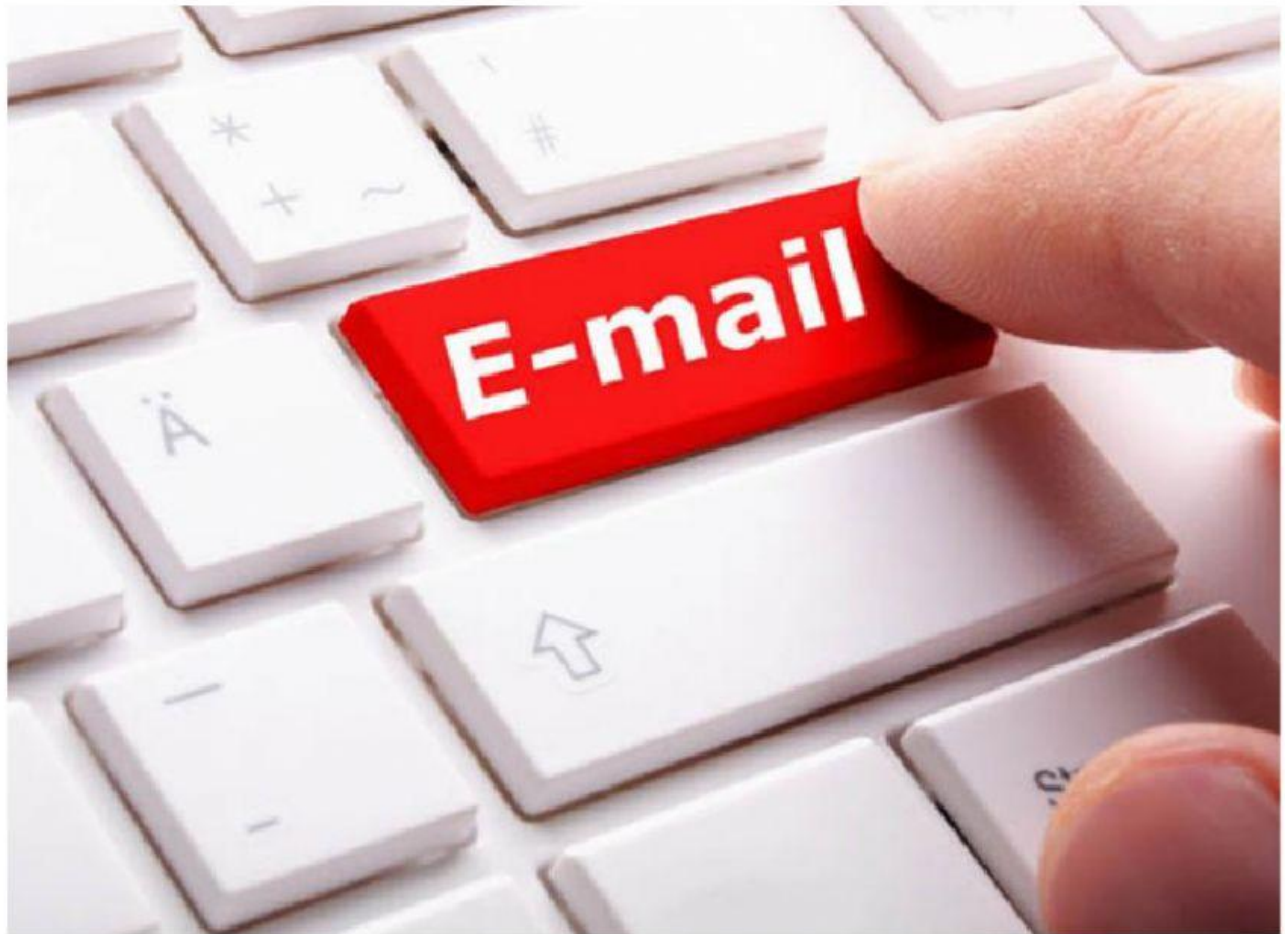




Business Email: Language, Structure and Style



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GENERAL BUSINESS WRITING SKILLS

- Using the Right Tone
- Developing a Good Writing Style 1
- Developing a Good Writing Style 2
- Developing a Good Writing Style 3
- Writing in Plain English



Opening and Referencing

Introduction The aim of the opening paragraph in a formal business email is generally to:

- **make reference to previous correspondence**/communication
- say **how** you found the recipient's name/address
- say **why** you are writing to the recipient.

The opening paragraph is important. A good opening should make clear the purpose of your email.

Here, we'll present you with a number of common functional phrases for referencing different situations

From: Darren Traube
To: Hayden Horowitz
Subject: Order Ref. No. 856

Dear Mr Horowitz

With reference to our telephone conversation today, I am writing to confirm your order for:
120 Cheddar Deluxe, Order Ref. No. 856.

We **will** deliver the order to your premises on 14 August.
If you have any **questions** regarding the order, please call us.

Best regards
Darren Traube



From: Jason Klein
To: Pauline Yates
Subject: Request for Catalogue

Dear Ms Yates

I am writing in reference to your advertisement in yesterday's New York Times.

Could you please send me a copy of your latest catalogue? I would also like to know if it is possible to make purchases online.

I look forward to hearing from you.
Regards

Jason Klein

From: Jessica Best
To: Howard Chung
Subject: Discount Query

Dear Ms Tam

Following our telephone conversation this morning, I would just like to ask whether you would be willing to offer us a further discount if we ordered over 10,000 units from you each month.

I look forward to hearing your reply.
Regards
Jessica Best



From: Moses Wu
To: Helen Jiang
Subject: Brochure Request

Dear Ms Jiang

Thank you for your mail of 22 September enquiring about our services.

Further to this, I have attached our latest brochure and price list.

If you have any questions, please feel free to call me.

Best regards
Moses Wu

From: Rudolph Wagner
To: Peter Berger
Subject: Draft Contract

Dear Mr Berger

With regard to the questions, you raise about the draft contract in your fax of 1 July, I think it best if I meet you to clarify everything.
Are you free on Thursday afternoon around 2 pm?

I hope to see you then.
Regards
Rudolph Wagner



From: Drew Carpenter
To: Gregory Siegel
Subject: Request for Brochure

Dear Ms Chiang

I have received your email of 26 November requesting a copy of our corporate brochure.

As you requested, I have attached our brochure, together with our current price list.

If you would like any further information, please contact us.

Regards

Drew Carpenter

Dear Ms. Renoir

As you may already have heard, Roger Chan is to become the new Sales Manager effective from 12 August.

If you have any queries regarding this appointment, please call Ruby To on 2617 3782.

Regards

Hugo Prince



REFERING TO PENDANT ISSUES

Functional Language

Referring to Previous Correspondence

- I have received your mail of 15 April concerning....
- I refer to your letter of 1 March regarding.....
- In reply to your email of 8 May, I would like to inform you that....
- With reference to your email of 12 December, I.....
- In response to your email, I am happy to confirm...
- With regard to your email, I....

Referring to Your Own Previous Correspondence

- I refer to my email to you on 14 June concerning....
- We/I recently wrote to you about ...
- On 5 May, I emailed you about....
- Further to my mail on 2 September regarding, I.....
- Referring to Previous Verbal Communication
- I refer to the conversation we had on Tuesday about.....
- Following our phone conversation this morning, I.....
- Further to our meeting last week, I.....
- Regarding the discussion we had on the phone last week, I....
- Further to our telephone conversation this morning, I would like to assure you that....

Reference by Thanking

- Thank you for your email of 14 June.
- Thank you for your email regarding ...
- Thank you for your e-mail about ...
- Thank you for your email requesting...
- Thank you for your fax enquiring about....
- Thank you for your email enquiry about.....



- Thank you for meeting me on Monday.
- Thank you for showing me around your premises last week.
- Saying Why You're Writing
- I am writing with reference to your enquiry of 6 November.
- I am writing in connection with your email of 1 May enquiring/requesting...

Referring to Questions

- In response to the questions in your email, I am writing with further information.
- With regard to the questions, you raise in your fax, I would like to clarify certain issues.
- In answer to your question about....., I.....

Referring to Someone's Request

- As you requested, I am enclosing a brochure about our company.
- As you suggested, I am sending you my CV.
- In answer to your enquiry, I have attached material which I hope will be useful to you.
- As promised, I have attached...
- Regarding your request for information on....., I.....

Referring to Something your Reader Knows

- As we discussed, I am going to propose a merger of the sales and marketing departments.
- As you may already know / have heard, the Director of the company is going to step down at
- the end of the year.
- As previously agreed, the construction can proceed on 1 November.



Referring to Something You've Seen

- I refer to your advertisement for the position of....in....on.....
- After having seen your advertisement in ..., I would like ...
- Further to your advertisement in on 1 February, I....
- I would like to apply for the position of advertised in.....
on....