

# VOCABULARY: EMAIL ETIQUETTE

## EMAIL A

To: colin.campbell@gmail.com  
 From: f.russell@communicon.co.uk  
 Subject: Your application

Dear Mr Campbell,

We are delighted to be able to offer you the position of Customer Service Representative. Please find attached a formal letter of engagement. If you would like to accept the position, could you print it and send a signed copy back to me?

The position would start on Monday 15th, but before this I would like to ask you to come for another quick meeting on the 7th. I would be grateful if you could confirm that these dates are suitable.

I look forward to seeing you again.

Yours sincerely  
 Fiona Russell  
 Human Resources Assistant

## EMAIL B

To: s.alesco@communicon.co.uk  
 From: colin.campbell@gmail.com  
 Subject: Job

Hi Sally,

I got the job as Customer Service representative! I've attached the job advert. They want me to start in a fortnight. I just wanted to ask you some information about the company (unofficial information!). Can you tell me about the clothes, hours, work, etc.?

Really excited about the job!  
 It'll be great to see you again!  
 All the best  
 Colin

### COMUNICOM

#### Customer Service Representative

A position is available for the right candidate to work in our busy customer service team. Your role will involve answering customer enquiries on the phone and answering letters of complaint. You will also help maintain our customer service records. You will need to be able to work well on your own but to also have excellent teamwork skills. A polite and friendly telephone manner is essential.

SALARY ON APPLICATION

Please send your CV to f.russell@communicon.co.uk

# EXERCISE 1

Look at the beginnings and endings. Place them on the line from most formal to most informal.

Dear Sir

Hi Colin

Dear Mr Campbell

Yours sincerely

## FORMAL

| BEGINNINGS | ENDINGS |
|------------|---------|
|            |         |
|            |         |
|            |         |
|            |         |
|            |         |

## INFORMAL

Dear Collin

Best wishes/ regards

Cheers

Yours faithfully

All the best

## EXERCISE 3

Find the formal equivalents (email A) of the informal expressions in the email B.

| INFORMAL                           | FORMAL |
|------------------------------------|--------|
| I attach...                        |        |
| Can you...                         |        |
| It will be great to see you again. |        |

## EXERCISE 4

Look at the expressions and decide whether you think they would be used in Colin's reply to Fiona Russel (C) or Sally's reply to Colin (S).

1. I'm delighted to... [ ]
2. Excellent news! [ ]
3. Please find attached a scan of... [ ]
4. You'll have to... [ ]
5. The start date would be fine and I can make the meeting on... [ ]
6. See you soon. [ ]
7. I look forward to... [ ]
8. Yours faithfully. [ ]

## EXERCISE 5

Complete the dos and don'ts of email etiquette with the words in the box.

abbreviations CAPITAL LETTERS emoticons 😊  
high priority language reply short  
subject line



Don't

write in \_\_\_\_\_ - it's like shouting at someone.

use \_\_\_\_\_ too often or people will not believe you and ignore it.

use \_\_\_\_\_ unless you know people will understand them.

use \_\_\_\_\_ - they can look unprofessional.



Do

include a meaningful \_\_\_\_\_, as people are more likely to read it.

make emails as \_\_\_\_\_ as possible so that people read them.

hit \_\_\_\_\_ and not 'new mail' or people will waste time trying to find old messages.

check the \_\_\_\_\_ especially spelling, grammar and punctuation