

Writing effective emails – formal and informal language

1. Name the parts of an email using the words in the box.

attachment carbon copy closing
greeting recipient sender subject line

How to say an email address?
jamie@chef.com
‘@’
is pronounced as ‘at’
‘.’
is pronounced as ‘dot’

The screenshot shows an email window titled "Re: This is why your rankings aren't going up". The email header includes "From: Stan from ESL Brains <stan@eslbrains.com>", "To: Neil Fablan <neil.fablan@seomarketing.com>", and "Cc: Justa". The body of the email starts with "Hi Neil," followed by a paragraph of text and a closing "All the best," signed "Stan Smith". An attachment "web-ranking-growth.png (10K)" is visible at the bottom. Red arrows point from empty boxes to these various parts of the email.

2. Read the list of email greetings and closings. Put them in the correct columns.

- a) Love,
- b) Regards,
- c) Hi...
- d) Best,
- e) Hey,
- f) Cheers,
- g) Dear Sir or Madam,
- h) Kind regards,
- i) Yours sincerely,
- j) All the best,
- k) Hello,
- l) Yours faithfully,
- m) XOXO,
- n) To the Financial Director,
- o) Dear Mr...

GREETINGS		CLOSINGS	
formal	informal	formal	informal

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3. Discuss the questions.

- How many emails do you get every day?
Are they all important?
- Do you feel that people overuse emails?
- Do you set up an autoresponder when you're out of the office?
- Do you prefer sending emails or talking face-to-face?
- In which situations are emails a necessary means of communication?
- Are you annoyed when people add you to CC and you get lots of useless emails?



4. Match the words to their meanings.

- | | |
|-------------|--|
| a) concise | 1) many |
| b) brief | 2) not clear |
| c) forward | 3) short and clear |
| d) vague | 4) answer |
| e) multiple | 5) very short |
| f) response | 6) send a letter/an email that has been sent to your address to someone else |

5. Watch a [video](https://youtu.be/amJZXjxnHTI) [https://youtu.be/amJZXjxnHTI] about writing business emails and put the rules below in the order you hear them.

- Use the first name when you know the recipient, and their last name when you want to be formal.
- All business emails should be direct, clear and easy.
- Always stay professional.
- Writing concise emails is a powerful skill.
- The subject line should be brief and descriptive.
- When you've attached a file, write about it in your email.

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6. Discuss the questions.

- What do you think about the rules presented in the video?
- Have you ever taken an email writing course? Do you think every company should offer such a course to its employees?
- Do you always try to write a brief subject line?
- Do you think that people have a problem with writing concise emails? Why/Why not?
- What aspect of writing emails do you find most problematic?

7. Match the verbs in Box A with their more formal equivalents in Box B.

BOX A

answer	ask for	be sorry	buy	check
choose	get	help	need	tell

BOX B

apologize	assist	inform	purchase	select
receive	reply	request	require	verify

8. Rewrite the sentences using the words in ex. 7.

- a) Can you tell us when you expect to send these products to clients?
Could you
- b) I want to buy your new software, but I don't know where I should place an order.
I would like to
- c) If you can't log in to our website, contact us and we will help you with the process.
If you cannot
- d) Unfortunately, I haven't got my order yet. Can you check what has happened to it?
.....

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e) Mr. Smith needs you to visit on Tuesday at 9 a.m. Are you available at that time?
.....

f) Our company rules say that employees have to reply to all emails the day they receive them.
.....

9. Read two emails (A - informal, B - formal) below, and find and correct four errors in each of them.

EMAIL A

Hi Mary,
I hope you get my email before living for vacation.
Our manager told to us that we have to arrange a meeting as soon as you're back. Tell me which date is suitable you?
We're thinking about having the meeting on 12 Feb on 9 a.m. Can you make it?
BTW, have fun on your vacation!
Best,
Anne

EMAIL B

Dear Customer Service Team,
I writing to you to complain about my order.
Last month I purchased a table lamp from you e-shop. It was supposed to be delivered in two weeks. However, it's already been a month and I still do not have my lamp. My order number is 123765. I would like to know what is happening with my order. When I can expect it?
I am looking forward to hearing from you.
Yours best,
Lucy Smith

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10. Reply to Email B from the previous exercise. In your email, include the aspects below.

- apologies
- explanation
- next steps
- a discount for next purchase