

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

COMMUNICOM

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