

Before you start

- 1 Why do people use e-mail in business? Make a list of reasons.

Reading

- 2 Read some 'rules' (on the right) for writing good business e-mails. Which rules do you follow?
- 3 Read the e-mail below from a student to a company about their work experience programme. Which rules in Exercise 2 does he break?

Vocabulary

- 4 Look at the phrases in *italics* (1–6) in the e-mail. Match them with the formal phrases (a–f) below.

- | | |
|--|--------------------------|
| a Could you send me more information ... | ☐ |
| b I look forward to hearing from you. | ☐ |
| c I am writing to ask about ... | ☐ |
| d My name is Luigi Ferrara ... | ☐ |
| e Dear Ms Lewis | ☐ |
| f I am interested in applying for ... | ☐ |

- 5 Here are some phrases to use in e-mails. Write starting (S), ending (E), saying why you are writing (W) or requesting (R) after each one and the ones in Exercise 4.

- 1 My name is ...
- 2 I'm a student at ... (school / college)
- 3 Dear Amanda (informal)
- 4 Thank you for your message.
- 5 With best wishes.
- 6 Please e-mail me if you need more information.
- 7 Yours sincerely
- 8 Thank you for your e-mail of 20th August.
- 9 Please send me details of ...

Writing

- 6 Work in pairs. Rewrite the e-mail on the right using the rules in Exercise 2 and some of the phrases in Exercise 5.

Get real

You are interested in taking part in a work experience programme for business students. Write an e-mail to a company that offers such programmes. Organize your e-mail like this:

- introduce yourself
- explain why you are writing to them
- request some information about the programme.

Don't forget to start and end the e-mail in an appropriate way.

How to write an effective e-mail

- 1 Use a subject line that tells the other person what the e-mail is about. Don't just write *Information* or *Your e-mail*.
- 2 If you are writing to someone you don't know, start by saying who you are and why you are writing.
- 3 Use written greetings (*Dear Mr Smith*) and endings (*Yours sincerely*), just as you would in a letter.
- 4 Use short, clear sentences.
- 5 Use paragraphs for different subjects. Leave a space between paragraphs.
- 6 In business e-mails, always use a formal and polite tone. Don't be too informal or familiar.
- 7 Don't use emoticons, e.g. ☺, or acronyms, e.g. BTW (*by the way*).
- 8 Don't write in CAPITAL LETTERS – this is like shouting.
- 9 Don't repeat yourself – try not to use the same word more than once in a paragraph.
- 10 Check your spelling and punctuation – are they correct? If you are worried about your spelling, use a spell check.

FORWARD HOME REFRESH MAIL STOP

To: Amanda Lewis, Human Resources Manager
From: Luigi Ferrara
Subject: Information

¹ Hello Amanda!
² I'm Luigi from Pescara. ³ Can you tell me about your student programme? I know your company takes students who want some work experience in their holidays, and ⁴ I want to apply for the programme because I want to get some experience of working in a big multinational company and I also want to practise my English and make it better, because I think it is VERY BAD. Sorry about that!! I want to know more about the program, so ⁵ please give me some more information, in particular the dates, the details of the daily work, how much you pay, where I can stay, etc. I study marketing so I would like to work in the marketing department if it is possible. BTW, I'm a 20-year-old student of business living in Italy. Sorry, I forgot to tell you that ☺.
⁶ Send me your reply soon. Thanks a lot. Bye.
 Luigi