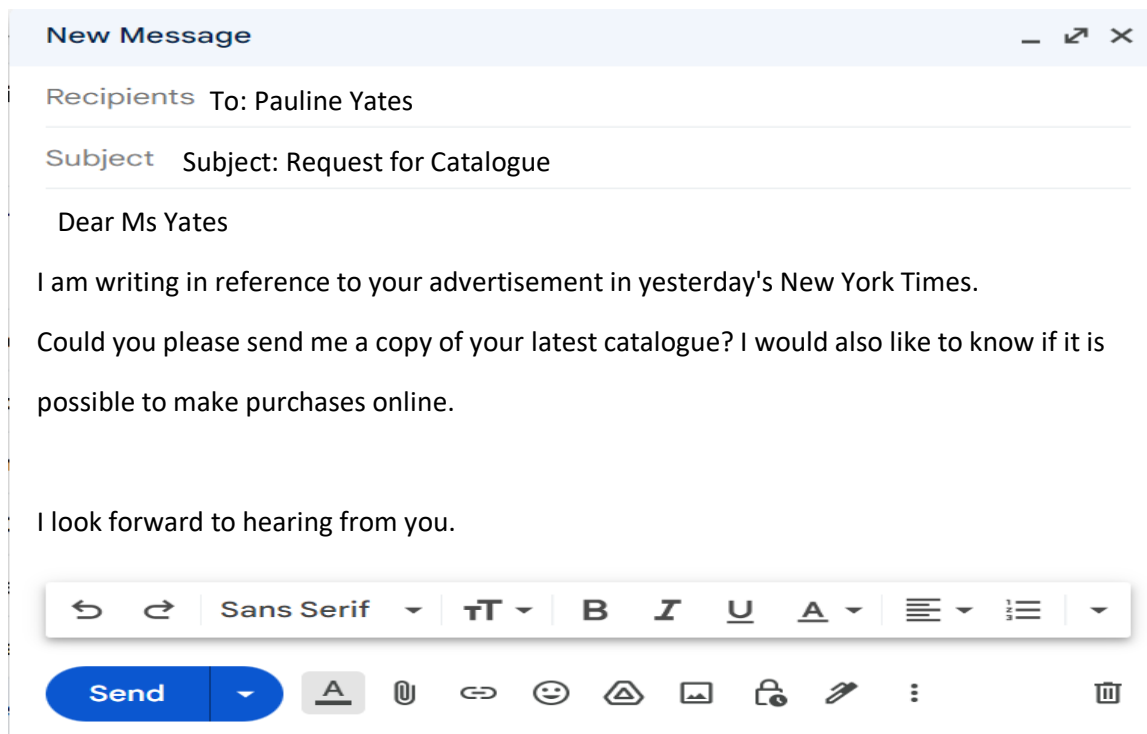


Lecture 03: Writing a Formal/ Professional Email

Email format:

The email structure is standard, regardless of the content.

As you can see in the example bellow, the email element are in order as follows: the subject line, the salutation, the opening, the body, the closing, and finally the signature



The subject line: Provides a quick explanation of what is inside your email in a clear and concise way; effective subject lines typically fall around 1-7 words. However, remember to make it appealing enough that the recipient wants to open your email.

It is important to provide a subject line so that your email won't go to the recipient's spam folder.

The salutation: address your recipient by name, and if you don't know their name use (sir/madam).

Write a colon after your salutation.

this is a list of common salutation used in emails:

- Hi [Name]:
- Dear [Name]:
- Greetings:
- Hi there:
- Hello, or Hello [Name]:
- Hi everyone:

PS: Avoid using "hey" to keep a formal tone to your email

The opening: Always write an opening in your email. An opening provides a context to your email. It can be a reference to previous email or mentioning where did you find the recipients email or mentioning the reason of your email. A good opening should make clear the purpose of your email.

If you don't know your recipient, you can start by briefly introducing yourself.

You can also start by asking about their health (I hope you're doing well, I hope this email find you well,...) depending on how polite you want to sound.

Here are some examples of an opening:

- I have received your fax of 15 April concerning.....
- I refer to your email 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.....
- 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 fax on 2 September regarding, I.....

In case you're referring to a verbal conversation you had with the recipient you can use the following sentences:

- 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....

You can also refer 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.

In case you want to write an opening in which you mention the reason for your email use the following sentences:

- I am writing with reference to your enquiry of 6 November.
- I am writing in connection with your email of 1 May enquiring/requesting...
- If you're referring to questions the recipient asked you before, use the following sentences:
- 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.....

If you're referring to the recipients' request, you can say:

- 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.....

If you want to refer to something the recipient already knows you say

- As we discussed, I am going
- As you may already know / have heard,
- As previously agreed,

If you'd like to refer 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.....

The body: This is where you illustrate the purpose of your email, and the shorter and more concise your email body, the better.

PS: Refer to the Business Email: language, structure and style by David Richards for more example on different email body templates.

The closing: you should end your email on a friendly note.

If you are ending your email with a request to answer a question you have, say:

- “Sincerely appreciate your help in answering my question,”
- “If you're able to reply by [day or time], that would be great — thank you!”
- “Thanks for pointing me in the right direction,”

If you are ending your email with a request for a meeting, say:

- “Hoping for a hole in your calendar,”
- “Eager to work around your schedule,”

If you're ending the email with a request for a feedback on something you've done, say

- “Thanks in advance for your time,”
- “I sincerely appreciate your help,”
- “Looking forward to your reply,”
- “Thanks, and let me know if there are any hold-ups,”

If you're ending the email with an update or fulfilling a request, say:

- “Stay tuned,”
- “More soon,” (only if you're committing to a future update)
- “That's all for now,”
- “Happy to help if you want to know more,”
- “Let me know if you have any questions,”

If you're ending the email with a reply to a rejection, say:

- “Thanks for your consideration,”
- “Appreciate your time and consideration,”

If you want to keep it simple, here are some of the most common closing phrases for professional emails:

- Best,
- Best Regards,
- All the best,
- Thank you,
- Thanks again,
- With appreciation,
- Regards,
- Sincerely,
- Talk soon,

If you want to take a more personalized approach, tailor your sign-off to align with the context of your message.

When you're requesting/scheduling a meeting:

- Looking forward to meeting with you,
- Looking forward to working with you,
- Thanks in advance for your time,

When you need feedback or a task completed:

- I sincerely appreciate your help,
- Looking forward to your reply,
- Thank you and let me know if there are any hold-ups,

When you've completed a project:

- It was great working with you,
- Looking forward to collaborating again in the future,
- Thanks for all your hard work on this,

The signature:

Last but not least, your email signature provides the recipient with your contact information and relevant links.

What to include in your email signature:

- Name, position, company name (if possible)
- Contact information
- Social media buttons to call your recipient to connect with you
- **Extra:** Your headshot — this reminds your recipient that there's a living, breathing human on the other side of the screen

Example:



Jessica Reed

Sales Development Representative, Openplus

669-221-6251 | www.openplus.com | [Request a demo](#)



Email writing tips

1. Make the Body of Your Email Short and Scannable

Always make sure your ask is clear and that the recipient knows why you're reaching out and why they should care about responding.

A way you can do this is by using bold words to draw the recipient's attention to important information.

Another way you can make sure your email is easy to read and navigate is to use bullet points or numbers to separate your ideas.

2. When writing professional emails, it's also important to pay attention to proper email etiquette rules.

- Use a professional email address
- Always proofread before clicking send
- Use simple and classic fonts
- Use readable font sizes (11 or 12-point font size)
- Keep your tone professional
- Use precautions when sending attachments

3. Make CC and BCC Work for You

A common misconception in email format is the use of CC vs. BCC. It's important to know when to use each of these and get your message into the right hands.

What is CC/ BCC

CC (carbon copy): A visible recipient list.

BCC (blind carbon copy): An invisible recipient list.

Use CC when you want to:

- Be transparent about who is on the email
- Add someone to the thread so they're in the loop, with no action required
- Start an email thread with others

When you're using the CC option, try this simple email greeting template:

(CCing {!Person1}, {!Person2}, {!Person3}, and {!Person4} for visibility.)

Use BCC when you want to:

- Hide recipients – ex: when messaging a customer, you could BCC your manager to keep them in the loop
- Stop sending emails to people who don't need every reply – moving recipients to BCC ensures that the next reply-all that happens on a thread won't go to them

Through the thread, if you're moving recipients to BCC, use this:

[Moving {!Person1}, {!Person2}, and {!Person3} to BCC to spare their inboxes.]

Email format examples:

Job application:

Dear {!First name},

My name is {!Your Name} and I {!brief introduction}. I saw your job posting on {!Website} and am very interested in the position.

I believe I'm a strong candidate for this position because {!your experience}.

Please find my attached {!cover letter/resume} below. If I can provide you with any further materials, please don't hesitate to reach out. You can email me at {!email address} or call me at {!phone number}.

Thank you so much for your time and consideration.

Sincerely,

[Your Name] [Email Signature Block]

Networking follow up email:

After you meet someone in person, it's important to send a follow-up email to reinforce the connection.

Hi {!FirstName},

This is {!Your Name} from {!Company}. It was great meeting you at {!Event where you met}. I loved learning more about {!something discussed}.

I'm really interested in hearing more about your role as {!Job title} at {!Company}, as {!reason why you're interested}. If you have time in the coming weeks, let's {!follow-up action}.

I'm generally free on {!Days of the week}, does one of those work for you?

Looking forward to keeping in touch!

[Your Name] [Email Signature Block]

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