

# Email Writing

## Writing Effective Emails

The following rules may help you to write a better email-

### Writing formal and informal emails

It is important that you use the correct style when writing an email.

Think about	Formal	Informal
<b>Purpose</b>	Business and important messages.	Informal messages.
<b>Audience</b>	Business and work colleagues.	Friends and family.
<b>Style and accuracy</b> Don't use slang, exclamation marks or smilies in formal emails.	<b>Professional - accurate spelling, punctuation and grammar</b> Thank you for your prompt response.	<b>Friendly - accuracy is less important</b> Thx 4 email, will call you l8r! ☺ x
<b>Beginning and ending</b> Email is a fairly new format and there are no agreed rules for starting and ending.  Remember to use a formal style when writing business or work emails.	<b>Start and end appropriately</b> Dear Mr/Mrs/Chris Dear Sir/Madam Yours sincerely (if you know their name) Yours faithfully (if you don't know their name) Regards Kind regards (use first name if you know the person or if they have asked you to)	<b>No rules - your choice</b>
<b>Use of contractions</b> <b>No contraction:</b> "I will not be able to come to the meeting." <b>Contraction:</b> "I won't be able to come to the party."	<b>No contractions</b> Thank you very much for the voucher. I am looking forward to spending it next time I visit your shop.	<b>Contractions can be used</b> Thanks so much for the voucher - I'm chuffed, can't wait to spend it! Just gotta decide what to buy LOL!
<b>Common contractions</b>	I am We are You are Will not Was not	I'm We're You're Won't Wasn't

1. Don't over communicate by email.
2. Make good use of subject lines.
3. Keep messages clear and brief.
4. Be polite.
5. Check your tone.
6. Proofread.

### **Bad Example**

Subject: Revisions For Sales Report

Hi Jeba,

Thanks for sending that report last week. I read it yesterday, and I feel that Chapter 2 needs more specific information about our sales figures. I also felt that the tone could be more formal.

Also, I wanted to let you know that I've scheduled a meeting with the PR department for this Friday regarding the new ad campaign. It's at 11:00 a.m. and will be in the small conference room.

Please let me know if you can make that time.

Thanks!

Monica

### **Good Example**

**Subject: Revisions For Sales Report**

**Dear Jeba,**

**Thank you for sending that report last week. I read it yesterday, and I feel that Chapter 2 needs more specific information about our sales figures.**

**I also felt that the tone could be more formal.**

**Could you amend it with these comments in mind?**

**Thanks for your hard work on this.**

**Regards,**

**Monica Hasan**

**Q. Last year, during his vacation, Pritam went to an adventure camp that included activities like trekking, rafting, rock-climbing etc. Write an email, as Pritam, describing the activities to a friend.**

**Answer:**

From: [pritam.ku@kmail.com](mailto:pritam.ku@kmail.com) ← **From**  
To: [acb@dmil.com](mailto:acb@dmil.com) ← **To**  
Date: 3 June 2012 ← **Date**  
Subject: Thrilling experience of the adventure camp ← **Subject**

} **Header**

**(Leave a blank line)**

Dear friend, ← **Salutation**

How are you? My father told me that since your brother is unwell, your family has dropped the idea for the vacation to the hill station. Have you made new plans to spend your vacations? I can understand your frustration over the issue. However, I have a better idea.

I have enrolled in an adventure camp and would like you too to come along. Last year, I had visited the same camp and had a lot of fun. We participated in the activities like trekking, rafting, rock climbing etc. In the beginning, I was a bit nervous but the team leader motivated me to carry on. These activities inculcated team spirit in me. The thrills of adventure sports will remain with me forever.

I have planned to participate in such camps every year. You too can participate in such sports if you accompany me. I will wait for your reply.

Regards, ← **Complimentary close**

Pritam ← **Name/Signature**

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## Sample

**From:** kamal@gmail.com

**To:** sharifa@sau.edu.bd

**Date:** 1<sup>st</sup> January, 2020

**Subject:** Regarding taking appointment

Dear Madam,

Greetings!

I hope my email finds you well.

This is Kamal Hossain , one of your students from the Basic English (theory) course, section B, faculty of Agribusiness Management.

Due to my severe illness, I could not attend three of your classes. As my exam is very close, I am very worried about my academic preparation. I collected the lecture copies of the classes from our GR (Group Representative). I also studied those with the help of my classmates. However, I faced difficulty in understanding some contents i.e. analyzing charts, graphs. I feel that it would be better for me, if I could meet you in person with those contents.

So, I would like to take your appointment to meet at your convenient time at your office. If you kindly let me know your preferred time and day for the meeting, I will be very grateful to you.

I look forward to your generous response.

Thank you for your patience and time.

Respectfully,

Kamal Hasan

Registration no. 202012345

Level-1, Semester-1

Faculty of Agribusiness Management