



Business Emails Workshop

By Yerusha Halgryn



**English
Dave.pl**
Break the Barrier

Abstract

This workshop student handout will give an overview of the importance of English business emails and the different sentences for various scenarios.

www.englishdave.pl

englishdave.pl@gmail.com

+48 787 942 110

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1 INTRODUCTION

1. Emails are the main form of communication in the professional workspace, so it is very important that we write them well.
2. Emails can form a good or bad first impression, because often it is the first form of communication.
3. There are so many different reasons for writing an email, but today we will focus on the structure, which will allow you to confidently write any email.



2 TOP REASONS FOR WRITING A PROFESSIONAL / BUSINESS EMAIL

1. **Inquiring/ Requesting:** You may write an email to inquire about a product, about prices, to gain more information about an important subject.
2. **Complaining:** Filing a complaint about an incorrect order, about behaviour, about substandard service.
3. **Disagreeing/ Rejecting:** Denying a client's request, informing someone that you will no longer be working with them, denying a proposed plan.
4. **Approaching:** Approaching a client or company with a suggestion, introducing yourself, offering a service.

5. **Administrative:** Organising a meeting time, setting up an event, cancelling an appointment, confirming meetings.
6. **Marketing:** Pitching a product, suggesting solutions, approaching a client with your service.



3 NOTES WHEN WRITING YOUR EMAILS

1. Keep the register (language use) formal.
2. Follow a structure – this adds to the professional nature of your writing.
3. Be clear with the purpose of the email.
4. Stick to the point, be brief.
5. Even though we should be brief, we should avoid coming across as too direct – as we mentioned in the workshop, at times it feels as if we make statements longer in order to make them seem more polite.

4 STRUCTURE

4.1 GREETING

1. Good morning / Good afternoon/ Good evening (hopefully not evening 😊)
2. Mr / Mrs / Ms / Dr / Professor / the recipient's name / to whom it may concern (as discussed in the workshop – titles may be very important to people, so try to use the correct one)
3. I trust this email finds you well.
I trust you are well.
I hope you had a restful weekend.
I trust you had a wonderful vacation.

Example greeting:

Good morning Mr Thompson,
I trust you had a restful weekend.

*Please note the comma after
the recipient's title.
Always add this punctuation.



4.2 INTRODUCTION - Stating the reason for writing the email.

It is very important that you keep your introduction brief but informative. Try to explain exactly what your email will be about in one or two lines. I have divided the various introduction lines into broad categories.

1. An introduction line with an explanation for writing your email

I am writing to you with regards to.... {insert the subject of the email}
(*Note the use of *with regards to* instead of *about*.)

I am writing to discuss the possibilities of....

I am writing in response to...the advertisement posted on LinkedIn /
advertised vacancy / your previous request.

2. Introducing yourself or a product

Allow me to introduce myself. My name is.... [your name] from.... [company name], and I believe our product has the potential to benefit your business significantly.

Our company believes that we have the ideal solution to allow you to overcome your challenges...

Allow me to introduce our new product range...

My name is... [your name] and I am writing on behalf of [company name]

3. Reference to previous correspondence/ event

As stated in my previous email....

Thank you for your previous email...

Many thanks for our meeting...

It was a pleasure meeting you at the workshop...

As promised in my last email...

4.3 BODY

- The body of your email will be filled with the specific content you are writing about.
- The body will elaborate on the opening lines of the email.
- This is the biggest part of your email.
- Stick to the point, make sure you are concise and clear.
- Divide your body into clear paragraphs.
A general rule to go by - a paragraph for each point.
Even if your point is only three sentences long, keep it in its own paragraph rather than letting the body run into one big paragraph.
- Avoid run-on sentences. Remember full stops and commas!
Often when we are writing we use “and” between sentences instead of breaking up the sentence with a comma or full stop.

4.4 CONCLUSION

Your conclusion will consist of 1. short concluding paragraph +
2. A concluding line.

1. Your concluding paragraph may be a short summary of your email, or a reminder of any other important points mentioned in your email.
(Usually, this summary is only necessary when your email contained a lot of information.)
2. The concluding line will be a short line similar to the greeting line used at the start of your email. Below are some examples.

1.Keep the door open

- Please feel free to reach out should you have any further queries.
- I hope to hear from you soon.
- I look forward to our future cooperation.
- Please do not hesitate to send me any other suggestions you may have.

2.Reminder of a deadline / reminder of email content

- Please confirm your attendance within one working day.
- Please have the project plan ready by latest Friday.
- As I have explained, it is vital that you complete this task within the next workday.

3. GREETING - This greeting will be placed underneath your concluding paragraph and/or line.

- Kind regards
- Warm regards (more informal, would typically be used when you have already built a relationship with the recipient of the email.)
- Yours sincerely

Example concluding line and greeting:

Please feel free to reach out should you have any further queries.

Kind regards,
Yerusha Halgryn

*Note that we leave a line between the concluding line and the greeting. Also note the comma after the final greeting.

5 Table with examples

Below I have set up a table for you. As mentioned in the workshop, we always try to make our emails sound more polite. This can be a challenge when situations frustrate us!

Go through these possible phrases and feel free to add your own notes in some of the boxes at the bottom of the document.

What we want to say	Correct email phrase	Synonyms to use
I have given you this information already, read your emails!!!	As per my last email... Please refer to our recent correspondence...	<ul style="list-style-type: none"> I kindly request that you consult all previous correspondence between us before making any further inquiries. Kindly revisit our previous email thread for clarity on your questions / for clarity on our agreement.
I don't want to work with you anymore. Because...	Unfortunately, our cooperation will no longer be possible. Due to the following reasons...	<ul style="list-style-type: none"> This decision has not been made lightly... but... We have come to the conclusion that partnering together will no longer be beneficial for either one of our businesses. Due to the various discussed reasons....

<p>After thinking about it....</p> <p>We realised/ decided that....</p> <p>our company cannot help you.</p>	<p>After much deliberation...</p> <p>We have come to the conclusion that...</p> <p>Unfortunately, we are unable to provide you with the adequate services.</p>	<ul style="list-style-type: none"> • After careful consideration... • It has become clear that... • It has become increasingly evident that... • Our product will not be an appropriate solution for your problem/ challenge/ need. • Our product will be unable to meet your needs adequately.
<p>This is a problem.</p> <p>This will be a problem in the future...</p>	<p>Our main concern is...</p> <p>This obstacle has the potential to prove a challenge for the/our/your company going forward...</p>	<ul style="list-style-type: none"> • A concern which has surfaced is that... • This challenge will increase the risk of the project significantly...
<p>I have noticed that...</p> <p>you don't care...and you ignore all my instructions.</p> <p>What is wrong with you? Did you even hear what I said?</p>	<p>It has come to my attention that....</p> <p>you have neglected to acknowledge the request stated in my last email.</p> <p>Kindly confirm whether you have noted the request.</p>	<ul style="list-style-type: none"> • I have taken note of the following problem... • You have failed to follow through on your expected duties... • You have failed to fulfil your responsibilities... • Please confirm your understanding of what is expected

		<p>of you going forward...</p> <ul style="list-style-type: none"> • Kindly confirm whether my instructions were clear...
<p>By when will you have it done?</p>	<p>Please confirm the anticipated timeframe for the project.</p> <p>Kindly confirm whether the project is still on track...</p>	<ul style="list-style-type: none"> • I would like to confirm whether you are able to stick to the originally agreed upon date/ timeframe? • It is essential that we are on the same page regarding the due date for this project/ task...
<p>Correct me if I'm wrong,</p> <p>but you have completely missed the point.</p>	<p>I stand to be corrected,</p> <p>but I sense that you have misunderstood the main goal.</p>	<ul style="list-style-type: none"> • I acknowledge your input, however I feel that there might be a misunderstanding...
<p>Let me know what you think.</p>	<p>Your input would be much appreciated.</p>	<ul style="list-style-type: none"> • We gladly welcome any further inputs. • Please feel free to share your thoughts on the matter...
<p>I don't understand what you are trying to say...</p>	<p>I am concerned that I have misunderstood your explanation, kindly clarify the following....</p>	<ul style="list-style-type: none"> • If I understand correctly, you are suggesting that we... • I have a decent understanding of the majority of the plan, however I am lacking understanding in

		the following areas...
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*Please feel free to email me with any questions regarding emailing!

