Business Writing
Intermediate
Session 1: Best Practices for Business Email
Learning Objectives

Intermediate

In this session, you will:

• Learn about email etiquette.
• Study guidelines for writing effective business emails.
Let’s Get Started

Intermediate

The coach and the learner read aloud the dialogue. Say whether the statements (on the next slide) are 'True' or 'False.'

**David:** Oh, no...
**Anna:** What’s wrong?
**David:** I just got another email from... well, from this guy on my team.
**Anna:** What’s it about?
**David:** I don’t know. He didn’t write a subject line.
**Anna:** Oh, that’s annoying, isn’t it? Well, why don’t you just open it?
**David:** Because his emails take forever to read! They’re always so long, and he doesn’t take the time to... to organize his thoughts. I have to read them three times to figure out what he wants.
**Anna:** Now, that is really annoying. Who has time for emails like that?!
**David:** Right. Plus... they’re full of spelling mistakes.
**Anna:** Really? How embarrassing. It makes you wonder...
**David:** I guess he just doesn’t take the time to proofread. It’s a lot of work to read his emails.
**Anna:** You know, this guy doesn’t sound too smart...
**David:** No, no, I didn’t mean that. He *is* a smart guy. But when you read his emails, you wouldn’t know it.
Let’s Discuss
Intermediate

Based on David and Anna’s conversation, say whether the following statements are 'True' or 'False.'

1. David’s email message is from a co-worker on his team.
2. David reads the subject line and knows what the message is about.
3. David is afraid the email will be very long.
4. David’s co-worker writes his emails carefully, with no spelling errors.
5. David thinks his co-worker isn’t very smart.
# Guidelines for Writing Business Emails

## Intermediate

<table>
<thead>
<tr>
<th><strong>Subject Line</strong></th>
<th>Use a short, clear subject line.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>From:</strong></td>
<td></td>
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<tr>
<td><strong>To:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>CC:</strong></td>
<td></td>
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<tr>
<td><strong>Subject:</strong> <em>Change in team meeting time</em></td>
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<table>
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<tr>
<th><strong>Salutation</strong></th>
<th>Begin your message with an appropriate salutation or greeting.</th>
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<tbody>
<tr>
<td><em>Dear Mr. / Ms. / Dr. + last name</em> (Formal)</td>
<td></td>
</tr>
<tr>
<td><em>Dear Sir / Madam</em> (Formal)</td>
<td></td>
</tr>
<tr>
<td><em>Hi, Lisa.</em> (Informal)</td>
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<tr>
<th><strong>Openings</strong></th>
<th>Choose the right level of formality for the opening.</th>
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<tbody>
<tr>
<td><em>I hope this email finds you well.</em> (Formal)</td>
<td></td>
</tr>
<tr>
<td><em>How are you doing?</em> (Informal)</td>
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<tr>
<th><strong>Getting Right to the Point</strong></th>
<th>Get to the point of your message quickly.</th>
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<tbody>
<tr>
<td><em>We need to talk about the budget. Do you have time today? I’m free after 1:00 pm.</em></td>
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<tr>
<th><strong>Closings</strong></th>
<th>In a formal email, use a closing, such as <em>Regards, Best wishes,</em> or <em>Thank you</em> before your name.</th>
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<tbody>
<tr>
<td><em>Regards, / Best wishes, / Thank you,</em> (Formal)</td>
<td></td>
</tr>
<tr>
<td><em>Thanks, / Talk soon,</em> (Informal)</td>
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</table>

Informal emails can close with *Thanks, Talk soon,* or no closing at all.
Best Practices for Business Email
Intermediate

Here are four best practices to keep in mind for the BODY of a business email.

1. Keep it simple. Try to limit your email to one topic.

2. Keep it short — one to three paragraphs.

3. Make it clear. Put the most important information first. Say if you need a reply.

4. Make it professional. Use standard English, and not the simplified spelling often used in text messages. Don’t use abbreviations, like btw for by the way, or emoticons, such as smiley faces, or unnecessary exclamation marks.
Let’s Practice
Intermediate

Read the situations given below. Does ‘A’ or ‘B’ work best as a subject line? Why?

1. You are writing to a colleague with some great news.
   A. Our proposal was accepted
   B. Read this!

2. You are writing to your team about a training session scheduled for next month.
   A. Coming soon
   B. Training set for next month

3. You are writing to congratulate a colleague on a new job.
   A. Congratulations on your new job
   B. :)
Apply It!

Intermediate

Below is an email from an employee named Vivian to a new hire named Elisa. Put the parts of the email in the correct order.

From: Vivian Lim  
To: Elisa Brooks  
Subject: Welcome to the Company  

Dear Elisa.

1. I look forward to meeting you. [ ]
2. Please don’t hesitate to contact me with any issues relating to company hardware, software, or our internal network. [ ]
3. I’m writing to welcome you to Marpleson and Marpleson and to introduce myself. [ ]
4. I understand that you will begin your new role as Director of Operations on Monday. [ ]
5. My name is Vivian and I’m the assistant director of IT, so we will have many opportunities to work together. [ ]

Regards,

Vivian