

The One and Only Email Writing System you will ever need!



Why this book?

A few weeks ago I was correcting some Business English exams and smiled to myself when I read what one student had written:

*“My research topic was to show how **important** it is to know the **correct** way of writing a business English formal email. Someone who has good **writing skills** and knows how to be **gentle** (**I think the student meant polite but I like this word**) in their writing carries so much **influence** if you are in contact with a potential customer. As everything has to be **faster and faster** nowadays, having **skills in writing easily but effectively** can **lift the relationship with customers to another level** which of course has an **impact on the success of a company**. Having a **well-developed** emailing **system** is simply SO important.”*

And shortly after this, a new Business English student of mine who has recently started a new job told me that she had written an email which she was happy about – it was, or so she thought, polite and friendly – she had used the word “please” in the email and so everything must be ok. However her new boss, the Sales Manager, didn’t think so! **“You can’t send this sort of writing to a customer!!! It’s just rude!!!”** were his words. My student was shocked and showed me her email..... Sadly for her I had to agree with her boss – it was rather direct even with the word “please” and not the kind of email writing to build up a good business relationship. We need to get the complete tone right. The good news is that this is not so difficult - and my system will show you how.

My new student now uses it and (so far at least) her boss is now very happy with her email writing.



Who

Who are you writing that business email to? This is for you to decide of course.

Ask yourself 2 very simple questions:

Do I need a more professional, neutral tone in the email?

This could be a new client/customer, or a general department where you have no

Formal

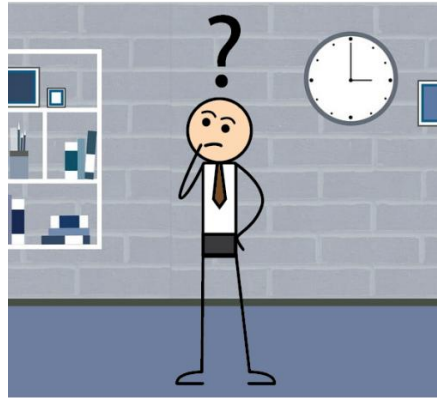
Am I on first-name terms with this person?

This could be a colleague or a customer who you know quite well by now

Informal

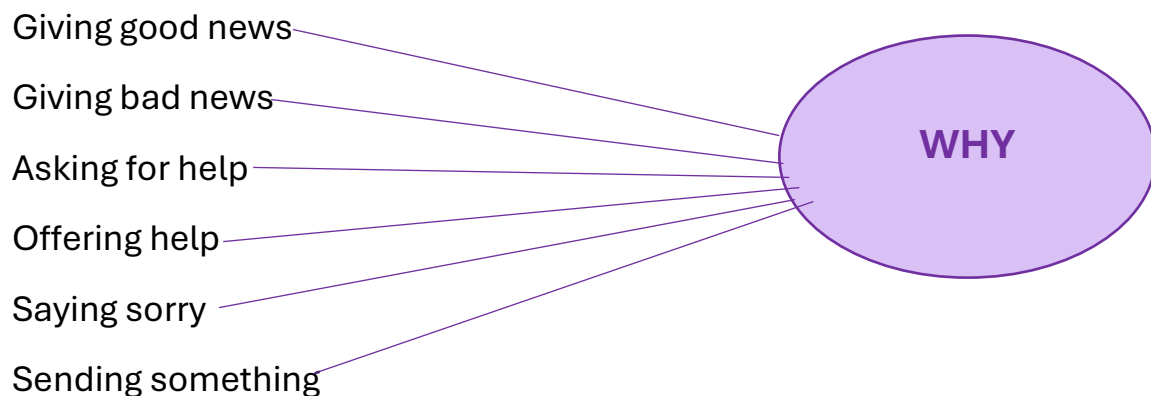
The important thing is not to mix the 2 tones. It is either Formal or Informal.

We are going to concentrate on **FORMAL** writing first of all because this is usually the type of writing that is the most difficult of the two styles. We'll begin by looking at the different ways we can break down our writing task.



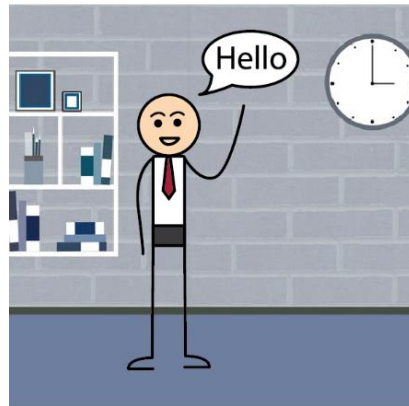
Why

Why are you writing that business email?



These are the basic reasons as to why we write a business email. There are others of course but, as I always like to keep things as easy as possible, these are the ones we will work on.

Once you have identified the **WHY** – then you can find the correct phrases.



Hello

With emails flying around all over the world, I have seen so many different ways of addressing/talking to the recipient/receiver of the email: Hi, Hello, Dear (or nothing at all sometimes – just beginning the email which I find rather impolite).

For myself I would only use Hi or Hello if I am writing an informal email:

Hi Jane,

It was lovely to see you again at the workshop last week. I thought Jack was a great seminar leader, didn't you? I want to try to book a place on his next course. I'm already using some of the tips he told us about re time management. I can't believe how much time I used to waste! And I really loved that buffet lunch we had – I'm going to find out who the caterers were. Julie (you remember her?) is retiring next month and we're throwing a surprise party for her. I'll send you an invite as I'm sure Julie would love to see you. It's a pity we don't see more of each other and we have to wait for workshops to come around.

But if it is a **formal** business email, then I would go for:

Dear Mr Yildiz → male

Dear Mrs Benton → female/married

Dear Ms Garcia → female/married or
single

I always think it
is safer to use
this if you don't
know if the female
is married or not

Dear Sir/Madam → do not know who
you are writing to

Dear Ladies and Gentlemen

First names or not?

Again, if it is an informal email,
then use the first name. But if
it's a **formal** business email,
then I would always go for the
last name:

Dear Ms Fleming

Times are changing of course and we also need to think about gender-inclusivity in our business writing – this will keep your lines of communication open, positive and will make sure that you connect with more people.

If you know that the person identifies with a masculine or feminine gender, then nothing needs to change. But if not, then try something like these:

Dear Mr Yildiz  **Dear Memet Yildiz**
Dear M Yildiz

Dear Mrs Benton  **Dear Jane Benton**
Dear J Benton

Dear Sir/Madam  **Dear Reader / Dear**
Dear Ladies and Gentlemen **Customer Service**
Team