

## EMAILS

### 1 Agree or disagree?

Do you agree with these statements or not? Explain why.

- a The content of a letter or an e-mail is more important than correct spelling and punctuation.
- b It's always better to send an e-mail than to phone a customer.
- c You should always write to new customers in a formal style.
- d If you can understand what you wrote in a letter, then your customer can too.
- e If you have a spellchecker on your computer, you don't need to re-read letters or e-mails before sending them.
- f E-mails should normally be short and concise, using short paragraphs.
- g If a customer's e-mail or letter is informal, then your reply should also be informal.
- h Customers usually appreciate smileys and other fun graphics in e-mails.
- i Your subject title should capture the reader's attention.

### Expressing your (dis)agreement

To express whether you agree or disagree with somebody else's opinion, you can use these typical phrases.

Agreement	Partial agreement	Disagreement
I agree with you/this/him/...	I agree up to a point, but ...	I completely disagree.
I am at one with him on that point.	It is only partly true that ...	I don't think so.

I am of the same opinion.	I can agree with that only with reservations.	I (very much) doubt whether ...
I am with you.	That is not necessarily so.	I don't agree with that.
I completely/absolutely agree with you.	It is not as simple as it seems.	I am of a different opinion because ...
I couldn't agree with you more.	I agree with you in principle / in part, but ...	I can't go along with that idea.
I feel the same.	I don't quite agree with that.	I don't share that view.
I have come to the same conclusion.	We don't seem to be in complete agreement.	I don't really agree with that idea.
I have to side with you on this one.	That seems obvious, but ...	I find that very difficult to accept.

## 2 Good emails

### Basic rules

- Don't overcommunicate by email.
- Make good use of subject lines.
- Who is your audience?
- Keep messages clear and brief.
- Be polite.
- Proofread e-v-e-r-y single letter!

#### GOLDEN TIP

Don't fill in your recipient until the final moment. This way you won't send out an unfinished email unexpectedly.

### Style

- Write clearly and concisely. Keep your email messages short and to the point. In general, limit yourself to one topic per message.
- As a communications assistant, you write in the name of your company.
- Use correct grammar, spelling, capitalization and punctuation.
- Make sure the tone is friendly, positive and polite
- Emoticons have no place in company emails.

## Essential components

From: Jane Smith  
To: Leonard Thompson  
Subject: New Book by Cheryl Letham  
Attachment: Press release.doc  
Sent: 3 March, at 10:30 a.m.

Dear Mr. Thompson

We thought you might be interested in *An Elephant with Glasses*, a new book that your readers may appreciate for its innovative style and compelling plot twists.

Please let me know if you would like to review a copy or if you would be interested in speaking with the author, Cheryl Letham. I am including the press release in an attachment.

We are organizing a book launch party on 9 April, 7 p.m. at Rizolli Bookstore in The St. James Building on Broadway. We will be sending you an official invitation shortly. We would greatly appreciate your attendance at this event.

I look forward to hearing from you.

Best regards

Jane Smith  
Director of Publicity  
Nash Public Relations  
360 Madison Avenue, Suite 103  
New York, NY 10011  
212-602-4008

[www.nashpr.com](http://www.nashpr.com)

Twitter: @NPRinc

## 3 Useful phrases

### Starting

- Dear [name]
  - if you don't know the name of your addressee: Dear Sir / Madam
  - if you do know the name: Dear Mr / Mrs / Ms (= if you don't know the woman likes to be addressed as Miss or Mrs) + name

- Hi [name]

Mr. & Mrs. Smith?

Mr. male, married or unmarried

Miss female, unmarried

Mrs. female, married (widowed, divorced)  
unmarried

Ms. female, married or

To dot or not to dot depends on British or American usage.

### **I hope you ...**

- I hope you are well/all is well.
- I hope you had a great weekend/week/day.
- I hope you enjoyed the [name of the event].

### **I am writing to you about ...**

- It's [your name] from [your company].
- I am writing to you about ...
- I am writing to ask/enquire/let you know/confirm/invite you to/to update you on/ask for ...
- Might I take a moment of your time to ...
- I am reaching out because ...
- Just a quick note to say ...

### **Thanks for ...**

- Thanks for letting me know.
- Thank you for your understanding/patience.
- Thank you for your email about ...
- Thanks for sending/asking about/attending ...
- Thank you for reaching out (to me).
- Thanks for your feedback on/your suggestion ...

### **I'm sending you ...**

- I'm sending you [file's name] as a pdf file.
- I've attached [file's name] for your review.
- Could you please sign the attached document and send it back by [date]?
- Please see the information below for more details about ...
- Here's the document you asked for/we discussed.
- More information is available at [website].

### **Could you please ... ?**

- Could you please ...?

- I'd appreciate it if you could ...
- It would be very helpful if you could send us/me ...
- Please keep me informed/posted/updated.
- If possible, I'd like to know (more) about ...
- I would be grateful if you could ...

**Please let me know ...**

- I'd be happy to ...
- If we can be of any further assistance, please let us know.
- If you have any further queries/problems, please do not hesitate to contact me.
- Let me know if you need any help.
- ... please feel free to contact me/to get in touch.

**Unfortunately ...**

- Unfortunately, we cannot/we are unable to ...
- I'm afraid it will not be possible to ...
- We regret to inform you that ...
- After careful consideration, we have decided (not) to ...
- It's against company policy to ...
- Despite my best efforts ...

**Looking forward to hearing from you.**

- Please let me know if this works/if you are available/if that sounds good/if you can/if you can help/if you need to reschedule ...
- I look forward to seeing/meeting you.
- Any feedback you can give me on this would be highly/much appreciated.
- I would appreciate your help in this matter.

**Finishing**

- Best regards
- Best wishes
- All the best
- (Yours) Sincerely
  - when you started your email with *Dear Mr / Mrs / Ms + name*
- (Yours) Faithfully
  - when you started your email with *Dear Sir / Madam*
- Cheers
- Have a great week/weekend/day/night!
- Stay safe.

**4 Practice**

**Ex. 1 Match the two parts to make phrases.**

- |                         |                               |
|-------------------------|-------------------------------|
| 1. I look forward to    | a. for choosing our company   |
| 2. We are pleased to    | b. seeing you next week       |
| 3. If you have          | c. you a visit personally     |
| 4. Thank you            | d. any further questions      |
| 5. It was a pleasure to | e. speak to you               |
| 6. If you are satisfied | f. have you as a new customer |
| 7. I will pay           | g. with the results           |

**Ex. 2 Now use those phrases to complete the email below to a new customer.**

Dear Mrs Winston,

..... on the phone yesterday. As you requested, here is a summary of our discussion:

- You will receive our monthly service for one year.
- ....., you can renew your contract for as many years as you would like.
- Your service fees will be invoiced monthly.
- Finally, as you are a new customer, we can offer you a 10% introductory discount on your rate if you pay before the due date.

As we agreed, ..... next Thursday, 22 December, at 10.30 to show you how to start up the service.

....., please feel free to contact me. Otherwise,

.....

Best wishes,  
 Vera Knox  
 Sales Manager

**Ex. 3 The following expressions are all useful in emails. Complete them using the prepositions in the boxes, sometimes you need a pair of prepositions.**

up / with (x4) / through / to / in / on / out with / out / at /  
through to / back to / in on / up to / out on (x2) / on to

- a. Have a quick look ..... these figures and get ..... me asap.
- b. Let me know if you need any help ..... the Koreans. And copy me ..... any correspondence ..... them.
- c. Could you get ..... our suppliers and sort something ..... them? I'll leave the details ..... you, but keep me ..... the loop.
- d. Can you update me ..... where we are ..... the Expo arrangements? I'm a bit ..... of touch. Can I leave it ..... you to contact the speakers?
- e. I'd like to sound you ..... the new packaging idea. Let's meet ..... to discuss it sometime next week. BTW, I still can't seem to get ..... Monica.
- f. I haven't had time to read ..... the whole report and I'll probably want to check some figures ..... the computer, but leave it ..... me.

**Ex. 4 Correct the mistake in each sentence.**

1. I write with regard to your recent email.
2. Please send me your comments until Friday at the latest.
3. I will be grateful if you could send me more information.
4. Please find in the attachment my report, like promised in Friday's meeting.
5. Exactly! I'm agree with you.
6. I hope we can to meet up soon.
7. I look forward to receiving this information so soon as possible.
8. It would be more better for me if we meet on Tuesday rather than Monday.
9. If you require any further informations, please do not hesitate to contact me.
10. We note from our records that we have not received you payment still.
11. I look forward to meet you next week.

12. Sorry! I don't can help you in this matter.

**Ex. 5 Each word below has one word missing. Add it.**

1. Thank you sending me the pdf catalogue required.
2. We are writing to inform that ...
3. With reference your email sent 6 June ...
4. I would appreciate if you could investigate the matter.
5. If you like any more details, just let me know.
6. I look forward to hearing you soon.
7. I write again soon.
8. I've attached a copy the latest sales figures.

**Ex. 6 Underline the correct form from the three phrases in italics.**

1. Please *find attachment / find attached / see attached* my report.
2. I have just got Violet's report. I'm *forwarding it / moving it / replying it* to you here – see below. Comments directly to her please, and cc me.
3. Here's the link for various forms that you have to complete online. Please *make / take / pay* special attention to form A2.
4. Please print off and complete the attached forms, sign them and return them to Mark. He needs them by 25 October *at the latest / at the last / at last*.
5. I'm attaching the revised business plan. Please *look / note / attend* that several alterations to budgets and dates have been made.
6. Please find attached the minutes of the meeting. *Come back with me / Come back to me / Return to me* if there are any issues.
7. Please find attached my report. *Make me have any comments / Let me have what you think / Let me know what you think*.
8. Here is the draft itinerary for your trip to Australia in April. Please *control / check / prove* that I have included everything.



## FORMAL WRITING

Much of the writing that you will have to do during your career will involve dealing with clients, investors, etc. It is important that you know how to address them in the correct style. This part of the module deals with the difference between **formal and informal ways of writing**.

### Ex. 1 Read these different examples of correspondence from Eveline, who works for the Brompton company in London.

- Determine which messages are formal and which are informal.
- How do you know?

TO: All staff  
 FROM: Will J. Butler-Adams  
 DATE: 24<sup>th</sup> June  
 SUBJECT: Trial of flexitime system

Further to our previous meeting, we are pleased to be able to confirm that the new flexi-time system will come into operation as from 1<sup>st</sup> August. The system applies to all administrative and office staff. May I remind you that any production staff on the current shift system remain unaffected by these changes.

From: [evelyn@brompton.com](mailto:evelyn@brompton.com)

Hi Rona

How are you? I got a note to say you called. Great news that your team can make it to the Brompton Championship in London! I'm sorry that I didn't get back to you earlier but it's been crazy here. The network was down for three days so all our customers were receiving the wrong orders! Anyway, how about meeting for lunch this week? If you can't make it, don't forget the party this weekend. Do you want me to pick you up at 8?

See you soon!

Evelyn

Dear Mr Hynes

With regard to your letter dated 12<sup>th</sup> June, we are writing to confirm that we can offer you a replacement rear carrier and this will be sent out today. We would like to apologise for the delay in dealing with this. Unfortunately, this was due to recent changes to our network. On behalf of Will J. Butler-Adams we would like to thank you for your custom. We look forward to working with you again in the future.

Yours sincerely

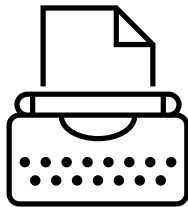
Evelyn Boer

Customer services  
Tel. 0207 865 849

**Ex. 2 Complete this table of phrases for writing emails, letters, notes and memos with the underlined words in Evelyn's correspondence.**

	More formal	Less formal
<b>Opening salutation</b>	Dear ...	Hi ...
<b>Give reason for writing</b>	1) ...	Just a quick note to say...
<b>Refer to previous contact</b>	2) ... 3) ...	Thanks for your email...  It was good to see you last week...
<b>Make a suggestion</b>	I would like to suggest that...	4) ...  What about...
<b>Apologise</b>	5) ...  We apologise for any inconvenience caused by...	I'm afraid that...  6) ...
<b>Give good news</b>	We are delighted to...  7) ...	Great news!
<b>Give bad news</b>	8) ...  We regret to tell you that ...	The bad news is ...
<b>Request</b>	I would be grateful if you could...	Can / could you...
<b>Offer help</b>	If you have any further problems/queries, please do not hesitate to contact me...	9) ...
<b>Remind</b>	10) ...	11) ...

<b>Refer to future contact</b>	12) ...  I look forward to meeting you again soon.	13) ...
<b>Closing salutation</b>	Yours faithfully (when the letter begins <i>Dear Sir / Madam</i> )  14) ... (when the letter begins <i>Dear Mr / Ms / Mrs + name</i> )	Best regards Best wishes All the best

**Essential tips for formal writing:**

- 1) Use formal vocabulary and phrases.
- 2) Avoid colloquial language.
- 3) Do not use contractions.
- 4) Do not use ellipses.

**Ex. 3 Match more informal phrases with the more formal phrases below.**

1. What do you need?
  2. Thanks for your email.
  3. Sorry, I can't make it.
  4. Could you ..?
  5. I promise ...
  6. You haven't...
  7. I'm sorry to tell you that ...
  8. I'll deal with this ....
- a) Unfortunately, I will not be able to attend the meeting.
  - b) I can assure you that ...
  - c) I will take the necessary action to solve this issue.
  - d) Please let us know your requirements.
  - e) I was wondering if you could ...?
  - f) We regret to inform you that ...
  - g) Thank you for your email of 26 May.
  - h) We note from our records that you have not ...

**Ex. 4 Match more informal phrases with the more formal phrases below.**

- |    |   |
|----|---|
| 1. | Don't forget that ...                         |
| 2. | I need to ...                                 |
| 3. | Shall I ...?                                  |
| 4. | But ... / Also ... / So ...                   |
| 5. | Please ...                                    |
| 6. | I'm really sorry about ...                    |
| 7. | Re ...  |
| 8. | See you next week.                            |
|    |   |
| a) | I look forward to meeting you next week.      |
| b) | With reference to ... / Regarding ...         |
| c) | Would you like me to ... ?                    |
| d) | I would be grateful if you could ...          |
| e) | Please accept my apologies for ...            |
| f) | It is necessary for me to ...                 |
| g) | We would like to remind you that ...          |
| h) | However ... / In addition ... / Therefore ... |

**Ex. 5 Match the more formal words in the box with the informal words below.**

due to – in the near future – further – inform – information – receive – occupation – possess  
 – provide – request/enquire – requirements – assistance

- soon
- facts
- help
- ask for
- job
- because of
- get
- more
- give
- needs
- have
- tell

**Ex. 6 Fill the gaps by using formal vocabulary.**

1. I am writing to ... about your improved copier Swift 2022.

2. I would be interested in ... further details about your summer course.
3. I would be ... for further advice.
4. Please do not hesitate to contact me should you need any ... information.
5. ... your email of 10th October, ...

## Personal and impersonal writing

### 1. Make it personal

Sometimes, you will want to “**establish rapport**” with your reader, for example when you want to increase the **personal connection** between you and your reader. This is especially a good idea when you are communicating good news, a great achievement, etc.

In such cases, avoid “they”, “it” and impersonal words and replace them by “you”, “me”, “I”, “we”, etc. Furthermore, if you want to make your message personal, don’t use the “passive voice”.

The advertisement was printed.	We printed your advertisement.
The assignment that was given was challenging.	The assignment you gave us was challenging.
The best approach to deal with the Covid-crisis is sought by the government.	The government is seeking the best way to deal with the Covid-crisis.
Who is the company owned by?	Who owns the company?
The ordered goods were delivered today.	Today we delivered the goods you ordered.
Our company wants to work with your company.	We want to do business with you.

### Rewrite the sentences below to make them more personal.

1. Our new product has been launched! (we)
2. The parcel will be sent promptly. (we)
3. Take the given advice. (I)
4. Should any further difficulties appear in the payment, kindly let us know. (you)
5. A file was imported into Excel and now the spreadsheet looks a mess. (I)
6. That field is of importance to us. (important/for us)
7. Questions can always be sent by email.
8. That field is of importance to us. (important/for us)
9. Our company apologizes for the damages that were suffered by your company.
10. The CEO is proud to announce that the developers from the firm have found a solution.

### 2. Make it less personal

Sometimes, it is wise to make your message **less personal**, to **avoid personal conflicts**, for example in negative communication, letters of complaint, bad news, criticism, etc... Never forget that the person reading your letter, is probably not personally ‘guilty’ for the

problems that you're experiencing.

In order to make your message less personal, take the 'persons' out of your sentences. Do not use you/your, do use less personal verbs, make your message more formal, favour 'we' instead of I, and do use "it" and 'there' as a subject. Also: this is the time you do want to use the passive voice. This use of language usually serves to avoid giving personal blame or to avoid being personally blamed.

You must correct this invoice.	The invoice must be corrected.
It is your fault.	There appears to be an error.
You don't understand the terms of discount.	There seems to be some misunderstanding regarding terms of discount.
You should put it right.	We would be grateful if you could correct the error.
You misunderstood my instructions.	There was a misunderstanding about the instructions.
I cannot change your situation.	The situation cannot be changed at this point.

**Rewrite the sentences below to make them less antagonistic.**

1. I want you to send me my money back. (send/refund)
2. You have to make sure it doesn't happen again. (ensure/problem/not arise/again)
3. I'm sorry about the muddle. (apologize/confusion)
4. I'm planning to buy from someone else. (consider/change/supplier)
5. This time it's not our fault. (this case/not responsible/for the error)
6. Your device doesn't work at all. (appears/defect/in the mechanism)
7. We're not giving your money back. (regret/this case/cannot/offer/refund)
8. You should have opened the lid first. (the lid/open/first)
9. You have damaged our goods. (afraid/goods/be/damaged)
10. You should pay me back my money. (grateful/refund/the amount)