

WRITING EMAILS



SLE Podcast Episode 9

Follow up Emails

1. SALUTATIONS

1.1 Emails are generally less formal than letters and the opening and closing depends on the level of formality required. It is not so common to use 'yours sincerely' and 'faithfully' in emails although very common in letters. The most common forms of email salutation are underlined in the box below.

Recipient	Salutation	Closing (very formal)
A law firm, company or institution	Dear Sir or Madam Dear Sirs Gentlemen	Yours faithfully
Man, name unknown	Dear Sir	Yours faithfully
Woman, name unknown	Dear Madam	Yours faithfully
A person, name and sex unknown	Dear Sir or Madam	Yours faithfully
Man, name known	Dear Mr. Jones	Yours sincerely
Woman, name known, married	Dear Mrs. White	Yours sincerely
Woman, name known, single	Dear Miss. Williams	Yours sincerely
Woman, name known, marital status unknown	Dear Ms. Hughes	Yours sincerely
Married or unmarried couple, name unknown	Dear Sir and Madam	Yours faithfully
Married couple, name known	Dear Mr and Mrs Byrd	Yours sincerely

Unmarried couple, names known	Dear Mr Brown and Ms Gregory	Yours sincerely
2 men, names unknown	Dear Sirs	Yours faithfully
2 women, names unknown	Dear Mesdames (sometimes people will write Madams)	Yours faithfully
A person, name and particular title known	Dear Dr. Higgins Dear Judge Davies Dear Professor Stevens	Yours sincerely
Friend/ colleague/ client (if you know the first name)	<u>Dear John</u> <u>Dear Sarah</u> <u>Good afternoon</u> <u>(after some contact you can say 'Hi/ Hello Sarah'.....)</u>	<u>Yours sincerely</u> <u>Regards</u> <u>Kind regards</u> <u>Best wishes</u> <u>Very best wishes</u>
Colleagues	Dear Colleagues	Yours faithfully

2. ADDRESSING WOMEN

2.1 Choosing the correct term to address a woman can be a challenge and confusing.

- Married women are referred to as 'Mrs'
- Single women are referred to as 'Miss'
- Marital status unknown 'Ms' is used either when the marital status is unknown or the woman prefers not to disclose this information.

2.2 Nowadays it is very common for women in the U.S.A and U.K. to use 'Ms'. Sometimes women keep their maiden name in their professional life and use their married name in their personal life.

2.3 For example, at a conference you could exchange business cards with 'Ms. Crawley' but you notice the same woman registering at the conference with her passport as 'Mrs. Santos". It is always best to refer to the woman using the

same name she introduces herself with, and if you are unsure which title to use, it is always safe and inoffensive to use 'Ms'.

3. USEFUL PHRASES FOR FORMAL EMAILS

Opening
I trust this finds you well...
I hope you are well...
Referring to previous contact
Thank you for your letter/email of 23rd February 2017....
Thank you for your enquiry about...
Thank you for getting back to me so quickly...
With reference to our telephone conversation...
Further to our recent correspondence...
I write further to my letter/ our meeting of 20th August...
It was a pleasure to meet you at...
As previously discussed...
Following our meeting on...
Thank you for your letter/ email of...
I apologise for the delay in responding...
Why are you writing?

I am writing to confirm that/ inform you that...
I am writing in response to your email....
I am writing to enquire about...
In response to your email, I'm sending you the job application...
Good news/ bad news
I am pleased to inform you that...
I regret to inform you that...
Requesting action
I would be grateful if you could...
I would appreciate it if you could....
Please sign the attached agreement in the places marked with a cross, and return it to me by 15th June.
Please confirm by email if this is correct...
Please could you send me the...
Apologise
I apologise for the delay in replying. I apologise for any inconvenience caused, please accept my apologies.

Attaching documents
I attach...
Please find attached...
I am pleased to attach...
Future contact
I would appreciate a reply asap/ Please answer asap.
If you have any further enquiries/ questions please do not hesitate to contact me.
If I can help in any other way, do let me know.
Please let me know if you have any particular concerns...
Please let me know if we can be of further assistance...
Ending
I look forward to hearing from you shortly/ as soon as possible.
I look forward to our meeting/ your reply.
Thank you for your cooperation....

4. COLLOQUIAL PHRASES

4.1 Often native English speakers use colloquial phrases with close business acquaintances such as:

- The low-down
- To chase something up
- Cheers
- To touch base

- To be out of the loop

4.2 Use these with caution as they can sound unprofessional if used in the wrong context. Try to gauge the level of formality from the person you are writing to, is their writing style very formal or informal? Try to match their style.

5. CONTRACTIONS

5.1 In an email it is more acceptable to use contractions than in a formal letter. Just remember using these is less formal than using the full words, and be certain if using them to use the apostrophe (') in the correct place, as leaving it out can change the meaning:

- I'm
- It's
- I'll
- Here's
- Haven't

6. DIPLOMATIC

6.1 Being diplomatic involves using gentle language.

6.2 Be careful when showing emotion, using capital letters, exclamation marks, and emoticons. These can make it seem like you are shouting and are unprofessional. Using asterisks (*) is a way to emphasize which is less strong than exclamation marks.

Diplomatic	Undiplomatic
We have a slight/ minor/ little problem.	We have a MAJOR problem!!
Unfortunately, the mistake is rather serious.	URGENT: you made a MAJOR MISTAKE.
I'm afraid we're not completely happy with.	No, we're not happy at all.
Please can we have a meeting about the overdue report.	Your report is *overdue*. Can we discuss it?

7. APPROPRIATE ABBREVIATIONS FOR FORMAL EMAILS

Abbreviation	Definition	Abbreviation	Definition
1. I.E.	<u>Definition:</u> For example <u>Example:</u> There are many option i.e. negotiate, file a claim, have a meeting.	2. CC	<u>Definition:</u> Carbon copy can be used as a verb <u>Example:</u> I am Ccing in Brian to the email.
3. ASAP	<u>Definition:</u> As soon as possible <u>Example:</u> Please get back to me ASAP.	4. ETA	<u>Definition:</u> Estimated time of arrival <u>Example:</u> Please let me know your ETA.
5. Tues	Tuesday This can be used with all days shortening to 3 or 4 letters.	6. Feb	February This can be used with all months shortening to 3 or 4 letters.
7. Feb	February	8. FAQ	<u>Definition:</u> Frequently asked questions <u>Example:</u> Check the FAQ on our website.
9. FAQ	<u>Definition:</u> Frequently asked questions <u>Example:</u> Check the FAQ on our website.	10. FYI	<u>Definition:</u> For your information <u>Example:</u> FYI, there is a client meeting next week.

8. SYMBOLS

Symbol	How to say	Symbol	How to say	Symbol	How to say
@	At	\$	Dollar/ Dollars	()	Brackets/ parenthesis
!	Exclamation mark	%	Percent	_	Underscore
?	Question mark	&	And	-	Dash
£	Pound/ Pounds	*	Asterix	1+1=2	One <u>plus</u> one equals two
:	Colon	;	Semicolon	2-1=1	Two <u>minus</u> one equals one
\	Back slash	/	Forward slash	2x2=4	Two <u>times</u> two

					equals four
0.1	Nought/ zero point one	.com	Dot com	$2 \div 2 = 1$	Two <u>divided by</u> two equals one
“	Speech marks	,	comma	.	Dot/ full stop/ point (depends on usage)

9. EMAIL CHECKLIST

9.1 When you are writing an email think CLEAR:

- Clarity: Is all the information relevant, accurate and clear with correct use of grammar and punctuation?
- Layout: Am I using a logical layout and order of paragraphs and sentences?
- Enough: you want the correspondence to be concise but still with enough detail
- Aim: What is the purpose of the email?
- Register: Am I using the appropriate style, language and tone?