

The background features a light gray central area flanked by bright green horizontal bars at the top and bottom. Scattered throughout are various decorative elements: concentric circles in teal, pink, and light blue, and a large purple trapezoid with a 3D effect on the right side.

Unit3 Writing

Business e-mail

By 黄燕燕

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Basics about e-mail



From: Sender's email id

To: Recipient's email id

Cc: Other individuals receiving the same mail with visible ids

Subject: Title or the reason of writing mail

Salutation: Words like Dear, Respected, Hi etc.

Main body: the main content of the email

1. Introduction
2. Matter in detail
3. Conclusion

Closing: Ending Statement

Attachments: Attached Files with emails

Signature Line: Sender's name, signature, and other details of contact



Email sample



Date: March 22, 2003

From: Baiyun College gbvtcfao@163.com

To: David Williams <David@org.UK>

Subject: Time to visit

日期

发件人

收件人

主题

Dear Mr. Smith,

称呼

Thank you for your kind invitation to visit your school this Saturday morning. I will arrive at your school at 10:00 a.m.

正文

Would you please tell me where we shall meet? Thanks.

Yours faithfully,
Li Ming

结束敬语

签名



Effective writing tips



- ❖ **Know your purpose of writing**
- ❖ **Be specific in your subject line**
- ❖ **Use a proper salutation**
- ❖ **Get to the point**
- ❖ **Be clear, brief and polite**
- ❖ **Use formal language**
- ❖ **Include any necessary attachments**
- ❖ **Proofread your message for content, spelling, and grammar**



About the subject line



The subject line should tell the topic of your email, in just a few words. It should be straightforward and clear. Don't leave it missing because it is vital for the reader to decide whether your email is important.

e.g.

Interested buyer of your blue sedan

Meeting RE: damaged lamps on March 12th

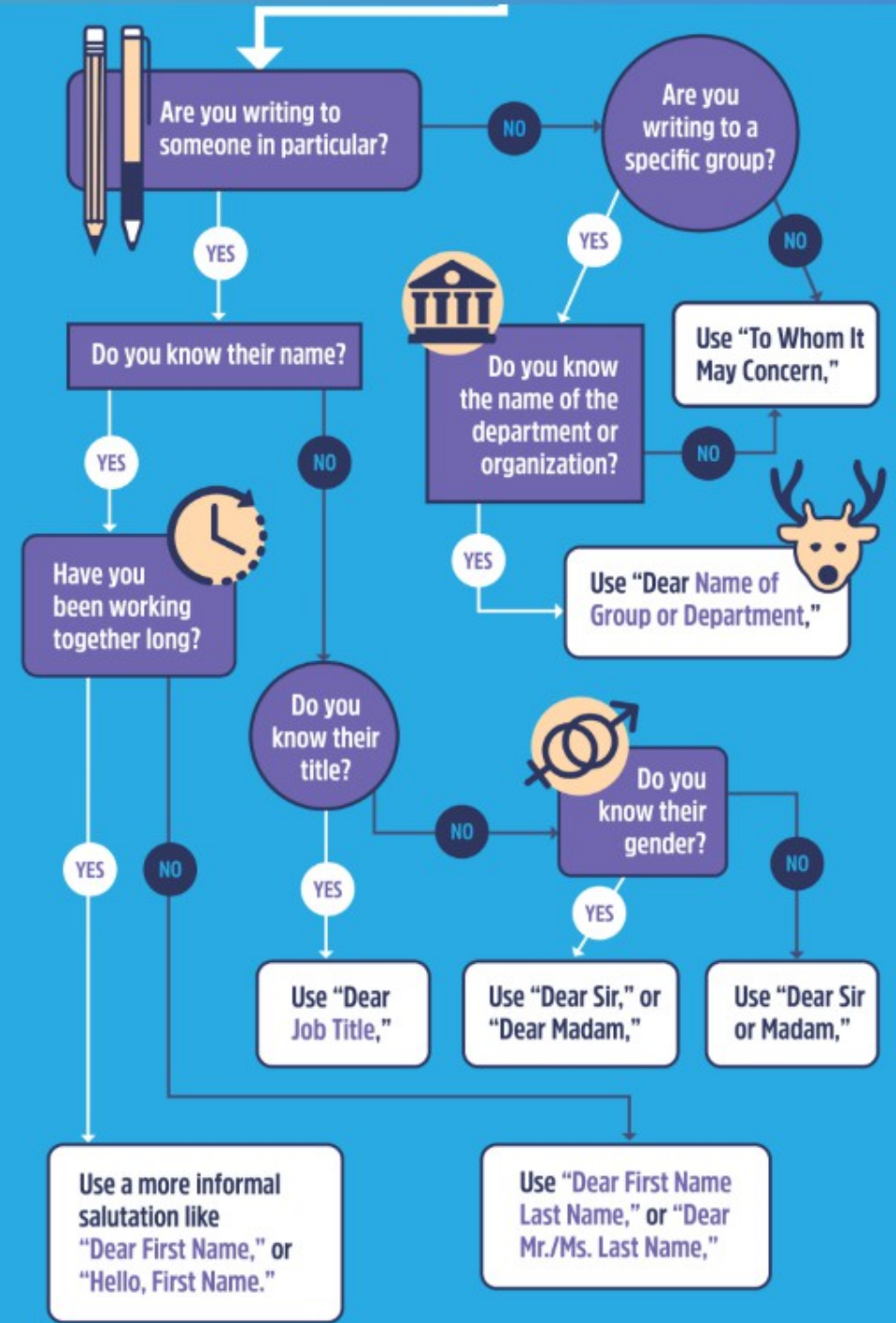


Common salutations

- Dear Mr./Ms./Dr./Prof. [Last Name]----formal
- Dear [Job Title]----business tone
- Dear [First Name Last Name]----formal but personal
- Dear [First Name], or Hello, [First Name]----keep it friendly
- Dear Sir or Madam----direct but neutral
- Dear [Name of group or department],
- To Whom It May Concern----neutral and professional

e.g.

- ❖ Dear Sir/Madam
- ❖ To Whom It May Concern
- ❖ Dear General Manager
- ❖ Dear Prof. Smith
- ❖ Dear Mr. Smith
- ❖ Dear John Smith
- ❖ Dear John



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Useful pattern 1---*Stating your purpose*



- ❖ Thanks for your email ...
- ❖ I am writing in reply to your email of 21 July ...
- ❖ I am writing to inform you that ...
- ❖ I am writing to ask for further information about ...
- ❖ We are writing to you regarding...
- ❖ I am writing to you on behalf of ...
- ❖ With reference to our telephone conversation on Monday, I would like to ...



Useful pattern 2--- *Making a request*



- ❖ I would appreciate it if you could ...
- ❖ I would be grateful if you could...
- ❖ Would you mind if...
- ❖ Would you please send me...
- ❖ Could you please let me know if you can...
- ❖ I would also like to know...
- ❖ We are interested in receiving...



Useful pattern 3--- *Giving information*



- ❖ I am glad to inform you that
- ❖ We are happy to let you know ...
- ❖ I would be delighted to send you...
- ❖ We regret to inform you that....
- ❖ Should you need any further information ...



Useful pattern 4---*Closing*



- ❖ If we can be of any further assistance, please contact me.
- ❖ If you require any further information, feel free to contact me.
- ❖ I look forward to discussing this with you.
- ❖ I look forward to hearing from you soon.
- ❖ We look forward to a successful working relationship in the future.
- ❖ Thank you again for your inquiry.
- ❖ Please reply as soon as possible.
- ❖ Attached please find a copy of our product catalog.





A checklist to help you review your email:

- ✓ Is your email in a correct format?
- ✓ Does the contents of your email correlate with your subject?
- ✓ Did you use proper salutation in your email?
- ✓ Have you covered all the main points?
- ✓ Are there any spelling and grammar mistakes?



In-class exercise (填空练习)



Date: June 11

From: salesJohn@163.com

To: Jackgao@126.com

Subject: 1. About product inquiry

Dear Mr. Gao,

2. Thank you for your e-mail of June 10. (感谢您 6 月 10 日的来信。)

As you requested, I will send you a copy of our product catalog by SF express today.

3. If you have any specific questions, please let me know at any time. (如有更多问题, 请随时与我联系。)

Thank you again for your interest in our product. (期待近期能收到您的订单)

4. We look forward to receiving your order in the near future.

Sincerely,

John Smith (销售经理)

5. Sales Manager



References



<https://www.grammarly.com/blog/professional-email-in-english/>

<https://www.fluentu.com/blog/english/how-to-write-an-email-in-english/>

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Thank you

