

# 45

## Emails – basics

Marija Novak is looking for a job through an online recruitment agency. She sends an email with her CV and a few comments:

Dear Sir or Madam

<sup>1</sup>I'm writing with regard to job vacancy ref. no. LON009627 on your website. As requested, I attach my CV.

<sup>2</sup>I feel confident that my skills and achievements are a very good fit for this job profile.

<sup>3</sup>Please feel free to contact me if you have any questions.

<sup>4</sup>I look forward to hearing from you.

Marija Novak

A recruitment consultant replies:

Dear Marija

<sup>1</sup>Thank you very much for sending your CV. We will look through it carefully and contact you again if necessary.

<sup>2</sup>Please be aware that the job market is extremely competitive and that we receive many applications for our vacant positions.

<sup>3</sup>If I can offer any further advice or assistance, please don't hesitate to contact me.

Kind regards

Lotte Mueller

The emails above use polite, formal language. Compare them with the emails between Marija and a friend on the right.

Steven

<sup>1</sup>Hi! I hope you're well.

<sup>2</sup>This is just a quick note to ask for some help. I've been applying for jobs in London using online agencies, but I've had no luck at all. They just send back these standard emails – it's really depressing.

<sup>3</sup>Anyway, I was wondering if you could help me? I thought you might know of some London recruitment agencies that have jobs in the finance area. Can you send me some names? I'd really appreciate it.

<sup>4</sup>Thanks for your help.

<sup>5</sup>Best wishes to Tessa

Marija

<sup>1</sup>Hi Marija, great to hear from you again. I'm fine – just got back from vacation in Morocco. Amazing!

<sup>2</sup>Anyway, thanks for your email. I'm happy to help – I'll ask a few people and try to think of some agencies you could try.

<sup>3</sup>Shall I also send you a copy of the London 'Yellow Pages' in the mail? Sometimes it's better than online – it's very comprehensive and lists loads of agencies and other information all in one place.

<sup>4</sup>Good luck with the job hunting!

Steve

These last two emails are friendly and informal, but note how Marija starts paragraph 3 of her email to Steven – she uses polite, formal language with her friend because she's asking for a favour.

### The phrases you need

#### More formal

#### More informal

|                           | More formal  | More informal   |
|---------------------------|--|---|
| <b>First line</b>         | <i>Dear Sir or Madam / Dear (name)</i>   | <i>Hi ... / (just the name) / (nothing at all)</i>  |
| <b>Friendly open</b>      | <i>It was a great pleasure to meet you in ...</i>  | <i>How's it going? / I hope you're well<br/>Great to hear from you again!</i>                                     |
| <b>Previous contact</b>   | <i>Thank you very much for sending ...<br/>Further to our earlier conversation, ...</i>  | <i>Thanks for your email.<br/>Following your call, ...</i>  |
| <b>Reason for writing</b> | <i>I'm writing with regard to ...<br/>I'm writing to find out more information about ...</i>   | <i>This is just a quick note to say / ask for ...<br/>Re your email below, ...</i>                                |
| <b>Request</b>            | <i>I was wondering if you could ...<br/>I would be grateful if you could ...</i>   | <i>Please ...<br/>Can you ...?</i>  |
| <b>Offer help</b>         | <i>Would you like me to ...?<br/>If you wish, I would be happy to ...</i>  | <i>Shall I ...?<br/>Do you want me to ...?</i>  |
| <b>Final comments</b>     | <i>If I can offer any further assistance, please don't<br/>hesitate to contact me.<br/>Please feel free to contact me if you have any<br/>questions.</i> | <i>If you need any more information, just let me<br/>know.<br/>Just give me a call if you have any questions.</i> |
| <b>Friendly close</b>     | <i>I look forward to hearing from you.<br/>Give my regards to ...</i>  | <i>See you soon. / Thanks for your help.<br/>Good luck with ... / Best wishes to ...</i>                          |
| <b>Last line</b>          | <i>Yours sincerely / Kind regards / Best wishes</i>  | <i>Best wishes / All the best / (just the name)</i>   |

## Exercises

**45.1** Cover the opposite page with a piece of paper. Now make phrases by matching an item from each column.

(first two emails)

- |                       |                                |
|-----------------------|--------------------------------|
| 1 I'm writing         | to hearing from you.           |
| 2 Please feel free    | further assistance, please ... |
| 3 I look forward      | to contact me if ...           |
| 4 Thank you very much | with regard to ...             |
| 5 If I can offer any  | for sending your CV.           |

(second two emails)

- |                      |                         |
|----------------------|-------------------------|
| 6 I hope you're      | you could help me.      |
| 7 This is just a     | hear from you again.    |
| 8 I was wondering if | well.                   |
| 9 I'd really         | send you a copy of ...? |
| 10 Great to          | quick note to ...       |
| 11 Shall I           | appreciate it.          |

**45.2** Look at the numbered paragraphs in the four emails opposite. Write one of the paragraph types in the box on each line below. The paragraph types can be used more than once.

|                    |                |                  |
|--------------------|----------------|------------------|
| Body of email      | Final comments | Friendly close   |
| Friendly open      | Offer help     | Previous contact |
| Reason for writing | Request        |                  |

**First email**

- 1st para \_\_\_\_\_  
 2nd para Body of email  
 3rd para \_\_\_\_\_  
 4th para Friendly close

**Second email**

- 1st para \_\_\_\_\_  
 2nd para \_\_\_\_\_  
 3rd para Final comments

**Third email**

- 1st para Friendly open  
 2nd para \_\_\_\_\_  
 3rd para \_\_\_\_\_  
 4th para Friendly close  
 5th para \_\_\_\_\_

**Fourth email**

- 1st para \_\_\_\_\_  
 2nd para \_\_\_\_\_  
 3rd para Offer help  
 4th para \_\_\_\_\_

Notice how the body of the email (including requesting and offering help etc) is framed on either side by the opening and closing paragraphs. It is rare to have only the body of the email with no framing.

**45.3** Complete the three emails below with words from the box.

*an attachment as requested don't hesitate do you want further assistance get back grateful for great pleasure hearing from please re relation to useful discussion very impressed wondering if with regard*

Send To... Abu Abdullah  
 Subject: Investment fund for India

Dear Mr Abdullah

It was a <sup>1</sup> \_\_\_\_\_ to meet you and your team in Dubai last month. Your hospitality was very generous and I was <sup>2</sup> \_\_\_\_\_ by your new offices.

I'm writing <sup>3</sup> \_\_\_\_\_ to your plans to set up an investment fund for India. After our very <sup>4</sup> \_\_\_\_\_ on this issue I now need a little more background information.

I was <sup>5</sup> \_\_\_\_\_ you could send me a copy of the consolidated accounts for your group of companies? Also, I would be <sup>6</sup> \_\_\_\_\_ any information that you have about regulation of the Dubai Stock Exchange.

I look forward to <sup>7</sup> \_\_\_\_\_ you soon.

Sanjay Gulati

Send To... Sanjay Gulati  
 Subject: Dubai info

Dear Sanjay

Many thanks for your email and for your kind words. It was a pleasure for us to welcome you here in Dubai.

<sup>8</sup> \_\_\_\_\_, I'm sending you a copy of our accounts as <sup>9</sup> \_\_\_\_\_. In <sup>10</sup> \_\_\_\_\_ the Exchange, their website is www.difx.ae and this has all the information you need.

Please <sup>11</sup> \_\_\_\_\_ to contact me if I can be of any <sup>12</sup> \_\_\_\_\_.

Best wishes  
 Abu Nasser Abdullah

Send To... Mukesh  
 Subject: Accounts to check (Dubai)

Mukesh - <sup>13</sup> \_\_\_\_\_ your email, I contacted Mr Abdullah and he sent me their accounts. They're attached here.

<sup>14</sup> \_\_\_\_\_ have a good look and <sup>15</sup> \_\_\_\_\_ to me if there are any issues. I'm leaving this to you - I have no clue how to read accounts.

<sup>16</sup> \_\_\_\_\_ me to call a meeting with Bhaskar in a week or so to discuss all this?

Good luck with the accounts!  
 Sanjay

See page 151 for some writing tasks.

Emails used inside a company are often short and direct. Look at the following example:

|      |          |                         |
|------|----------|-------------------------|
|      | To...    | Brett Williams          |
| Send | Subject: | Quarterly sales figures |

Hi Brett

Just a quick note to remind you that it's the end of the quarter again.

Please send me the sales figures broken down by region, as before.

Can I ask you to also show sales according to product line? It would really help when I compile my report.

Thanks for your co-operation.

Susan

Here is the reply to the above email:

|      |          |                             |
|------|----------|-----------------------------|
|      | To...    | Susan Harper                |
| Send | Subject: | Re: Quarterly sales figures |

Susan – here's the first set of figures you wanted, attached as a spreadsheet. The second set – sales by product line – will take a little longer to collect. I'll send them by the end of the week.

Now for some bad news. Unfortunately, the sales staff are telling us that next quarter is likely to be significantly weaker. Do you want me to get together a revised forecast for July–Sep?

Let me know if there's anything else I can do to help with the report.

Brett

The level of formality of internal emails depends on the audience and reason for writing. Usually the style is just neutral, but here is an example of a formal and an informal email:

|      |          |                   |
|------|----------|-------------------|
|      | To...    | All recipients    |
| Send | Subject: | Financial results |

Dear colleagues

I'm pleased to tell you that our financial results this year have been very positive. I would like to thank you all for your valuable contribution.

I would also like to take the opportunity to tell you about an important staff change: Patricia Nascimento has been appointed as Marketing Director for Brazil, to replace Rita Costa. She will work to strengthen our presence in Latin America.

This is an exciting time for our company, and I'm sure that I can count on your continuing commitment over future months.

With best wishes

Henri Devereux  
CEO of Transworld

|      |          |                          |
|------|----------|--------------------------|
|      | To...    | Goran Samoran            |
| Send | Subject: | Video conf – reschedule? |

Goran – looks like the IT network is going to be down next Friday. Routine maintenance they say. What a hassle.

We've got a video conference arranged for Fri pm. Shall I call everyone and try to reschedule for Monday? Get back to me if you think it's a good idea.

Inge

## The phrases you need

### Remind

Just a quick note to remind you that ...  
I'd like to remind everyone that ...

### Request

Please ... / I need you to ... / I'd be grateful if you could ...  
I wonder if you could give me some information?  
Can I ask you to ...? / I would appreciate your help with this.

### Be helpful

Here's the ... you wanted. I've attached ...  
I'll ... / I'll get onto it right away.  
Shall I ...? / Do you want me to ...?

### Thank

I would like to thank you very much for ...  
Well done! You've done a great job.

### Give news

I'm pleased to tell you that ... / I'm sure you will be pleased to hear that ...

The bad news is that ... / Unfortunately, ...

Would all staff please note that ...

I would like to take the opportunity to tell you about ...

The reasons for the changes are as follows: ...

### Friendly close

Please get back to me if you need any more information.

Let me know if there's anything else I can do.

Thanks again for all your help. I really appreciate it.

Thanks for your co-operation.

## Exercises

**46.1** Complete the very short emails below using these words: *advance, co-operation, know, let, 'll, quick note, please, remind, say.*

- Just to \_\_\_\_\_ that I got your email and I \_\_\_\_\_ speak to Fernanda about it when I see her.
- Just a \_\_\_\_\_ to \_\_\_\_\_ you that the team meeting is tomorrow at 9am. \_\_\_\_\_ bring copies of my report with you.
- Just to \_\_\_\_\_ you \_\_\_\_\_ that there will be a fire drill at some point next week. Thank you in \_\_\_\_\_ for your \_\_\_\_\_.

The emails above, like the first one opposite, begin with 'just' to show a short message.

**46.2** Cover the opposite page with a piece of paper. Now try to remember the words below. (Some letters have been given.)

- Susan – \_ \_ \_ \_ 's the first set of figures you wanted, a \_ \_ \_ \_ ed as a spreadsheet.
- Now for some bad news. U \_ \_ \_ \_ \_ \_ \_ \_ ly, the sales staff are telling us that next quarter is likely to be signi \_ \_ \_ \_ \_ ly weaker.
- Do you \_ \_ \_ t me \_ \_ \_ get together a revised forecast for July–Sep?
- \_ \_ t me \_ \_ \_ w if there's anything \_ \_ \_ e I can do to help with the report.
- \_ \_ \_ ll I call everyone and try to reschedule for Monday?
- \_ \_ t \_ \_ \_ k to me if you think it's a good idea.

**46.3** Put the words below into the correct order. Write all the answers under the correct heading below.

I'm to tell you that pleased ...  
 I would also like the opportunity to take to tell about you ...  
 I would like to thank for you all your valuable contribution.  
 Thanks for all your again help. I appreciate it really.  
 I'm pleased you will be sure to hear that ...  
 I be interested you'd thought to know that ...  
 Would all staff note please that ...  
 I'm everything you have done very grateful for.

### Announcing good news

- I'm pleased to tell you that ...*
- \_\_\_\_\_

### Announcing general news

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Thanking

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Can you find three phrases from the table in Henri Devereaux's email opposite?

**46.4** Complete each sentence 1–8 with the best ending a–h.

- I'm sure you will be ...  c
  - Following ...
  - I'd like to remind ...
  - Can I ask you ...
  - I would appreciate ...
  - The reasons ...
  - Please ...
  - Please note ...
- a to let Paula in HR know your holiday plans for the summer asap?  
 b everyone that redecoration of staff offices will begin on Monday.  
 c pleased to hear that I have negotiated a discount for all employees at the local fitness centre.  
 d a meeting of the senior management team last month, it has been decided to reorganize the department.  
 e that anyone wishing to benefit from this discount should register at the centre before the end of August.  
 f move all tables and desks away from the walls to allow access to areas that need to be painted.  
 g for the changes and the proposed new structure are in the attached document. I would be grateful for any comments or feedback.  
 h your help with this as we need to make sure that everyone doesn't go away on vacation at the same time.

**46.5** Make four short, complete emails using the answers to the previous exercise.

Email 1:  7c +  8e

Email 2:  2d +

Email 3:  +

Email 4:  +

See page 151 for some writing tasks.