# **Emails**

Email is one of the most commonly-used forms of communication in the international business world. It is used extensively within companies to circulate information, requests, results, instructions. recommendations, minutes of meetings, etc. Email is an effective, rapid and relatively cheap means of communicating with customers and suppliers, both nationally and internationally. Because of the brevity, rapidity and relative informality of emails, it is important to check that all information has been given and that the tone is appropriate.

## Layout

The emails opposite show where the following different components appear (though a-g may be in a different order depending on the system being used).

- a name of the person sending the email
- name of the person / people the email is addressed to
- c person / people who will also receive the mail though it is not addressed directly to them
- person / people who will receive a copy without other people knowing
- date (and time)
- information about the content of the email
- files, documents, etc. sent separately rather than included in the actual message or body of the email
- opening
- body of the email
- closing
- k name and job title

# Language styles

Emails are usually shorter than other forms of communication and the language is simple and concise.

The tone for emails to superiors or people outside the company should be formal. But

'in-house' emails between colleagues can be semi-formal.

When replying to mails, it is important not to reply simply 'yes' or 'no' to questions without referring back to the question and not to use pronouns out of context. However, if returning the sender's email with your reply, by using 'Reply', the sender will have their original to refer to.

## Useful phrases and notations

#### Opening and closing

For semi-formal emails, Hello and Hi are common openings and Best wishes or All the best are often used to close.

When writing to several people, you can address the group, e.g. Dear Project Managers

Formal emails, like letters, start with Dear Sir / Madam or Dear Mr / Ms X and close with Yours sincerely or Yours faithfully as appropriate (see Letters, page 16).

### Exchanging information

Could you mail me the sales figures for last month by 4pm?

Here is the brochure on the new product you asked for (see attachment).

I'm sending you the board's recommendations with this mail.

Please note that today's appraisal meetings have been cancelled. They will be rescheduled for the same times next Monday.

Just to let you know, I sent the attached minutes of Tuesday's Production meeting to all the participants.

#### Replying to emails

Thank you for your mail.

I got your mail, thanks.

Sorry I didn't get back to you yesterday but ...

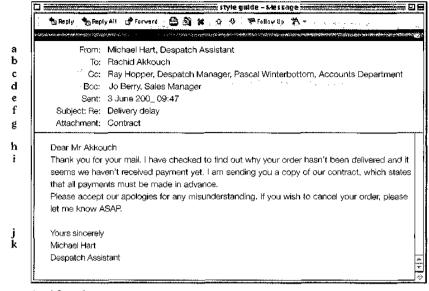
Re your request for last month's sales

I couldn't open the attachment you sent please resend it as soon as you can ...

Thanks for the information about the appraisal meetings. I'll make a note of it.

## Sample emails

#### Formal



### Semi-formal

