

Business Basic

Lesson 10: Email

Practice 1 | Formal and Informal Expressions

Directions: Listen and repeat.

There are certain phrases used in business letters.

Check them with your teacher.

Formal	Informal
Dear Mr. Collins,	Hi Mark,
I am writing this email in order to inform you ...	I want to tell you about...
I asked your company's secretary for your email address.	Your secretary gave me your email.
I have been doing a research about...	I am interested in...
Looking forward to hearing from you.	Write back soon.

Practice 2 | Reading Sentences

Directions: Read the sentences aloud with your teacher.

Here are two short email examples. Read them with your teacher and decide which example is good and which one is bad. Explain your opinion and point out the differences between the two emails.

Email 1

To Joshclinton@globalopportunity.com

Subject I've been meaning to write to you for a while but I would always forget

Hi Josh,

In this email I would like to tell you about a cool idea that I have. Imagine an awesome coffee shop, which we could both manage together! I know this is the first time you hear from me, but I have heard so much about you! Anyway, if you are interested in this, please text me back and we will meet sometime.

Write back soon,
Mike

Email 2

To Josh.clinton@futureinnovations.com

Subject The idea of a co-owned coffee shop

Dear Mr. Clinton,

I am Mike Johnson and I am writing to suggest an idea about a co-owned innovative coffee shop. This is the first time I am writing to you. I asked my business partner, the company "Sell Easy", for your email address.

I have heard that you are very good at marketing and you have participated in many interesting projects so I decided to suggest you a new project. My co-worker James Workton and I are very interested in developing an innovative coffee shop, which would be run only by machines instead of human beings.

We already have a designer, a machine engineer, a coffee specialist and an accountant in our team. We only lack a good marketing specialist. Therefore, I would like to offer you this position. If you are interested I will send further details.

Looking forward to hearing from you.

Yours

Mike Johnson (design specialist)

Sincerely,

Future
www.futureinnovation.com

Innovations

Practice 3 | Studying the Manual

Directions: Study the manual with your teacher.

To write a good business email you need to know what to include in it. Study these points with your teacher.

A good business email should have:

- A clear structure (greeting, introduction, body, final paragraph, ending):

Greeting. If you know the name of the person, start your letter with “Dear Mr/Mrs + surname”.

If you don’t know exactly who you are writing to start with “Dear Sir/Madam”

Introduction. If it is first time you are writing, tell about yourself, your business, where did you get the email. You should always tell the reason for writing.

Body. Tell about your main writing subject, ask questions or explain your ideas.

Final paragraph. Closing remarks saying what you hope to get from the person.

Ending. Write “Yours sincerely” (if you know the name of the recipient), “Yours faithfully” (if you don’t know the name of the person you are writing to). Always write down your full name.

Don’t forget to leave a space after each paragraph!

- Briefness: it should be short, simple and informative
- A brief and clear subject (The topic of the letter described)
- Your contact details
- Formal language (don’t use slang, informal words, shortenings (photo, can’t, etc.))
- Formal sender’s email address. Never use your personal email for business, especially if it is something like UnderTheTree@yahoo.com. Your business email must consist of a variation of your name and surname. No funny words and nicknames.

Practice 4 | Situation Questions

Directions: Answer these situation questions.

1. You came back very late from work and remembered that you have a deadline to answer a business email until tomorrow 9AM. What do you do?
2. You wrote and sent an email without telling where you heard about this person. How can you correct it?
3. Due to distractions you sent a business email from your personal account HereLiesTheTruth@yahoo.com. What do you do?