

Exercise 1: How to write emails to different recipients

1) Introduction

1-1 The email subject

- The subject must be clear and precise.
- It is important that the subject line should indicate it what your email contains
- The sender must select the keywords to summarize the request in the email subject:
A good use: “ Marketing Meeting Agenda “,
A bad use: “ Copy of the marketing meeting agenda”.

1-2 Standard greetings and endings

- It is recommended to start an e-mail with a greeting. The most classic but universal one is “Dear + Forename”. It is a neutral and formal salutation. The email should end “Yours sincerely”.
- Other formal salutation: “Dear + Surname”. This greeting is very formal and is appropriate for a particular customer.
- If it is a personal correspondence, it is better to write: "Hello + Forename "or "Hi + Forename” and end “Best wishes” or “Best regards”.
- For an unknown recipient such as a society, the sentence can be "To whom it may concern".
- In English, the title of a person (if followed by his/her name) is always indicated by its abbreviation, such as "Mr." (for Mister), "Mrs" (for "Madam").
- Avoid writing ‘hello’ as your subject line.

1-3 A clear message

- Business correspondence in English is less formal than in French.
- Introduce the subject of the email in the first paragraph. It is better to go straight to the point. For example:

Reason for sending the email	Examples of usual sentences
Introduction	I'm writing about the announcement published in/ I'm writing in connection with/ I am writing with regard to/ I am writing to you on behalf of/
Inquiry	I would like to enquire about/ I am writing in reference to/ Could you give me some information/ Would you mind giving more details about/
Reply to a previous email	Thank you for your email
Informative message	I'm writing to let you know that/ I am delighted to tell you that/ We regret to inform you that

Request	I'd be very grateful if you could / Would you be so kind as to /
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- To structure the message, use such terms as “first, second, next, and finally” and use paragraphs to keep the email clear and easy to understand
- Don't give too many details so that the match can contact you later. It is common to end the email with: “If you have any other questions please feel free to contact me”.
- Always stay polite. Use “I would like” instead of “I want”.
- Avoid abbreviations. The recipient could not understand them.

2) Examples of salutations to different recipients.

2-1 To a friend or family:

2-1-1 Greetings:

- Dear + “Forename”,
- My Dear + “Forename”,
- Dear Aunt,
- Hello,
- Hello + “Forename”,
- Hi” Forename”,
- Hey (in American English),
- Hey Guys/ Hi Guys (in American English).

2-1-2 Endings:

- With love from + “Forename”,
- Love from + “Forename”,
- Yours,
- All the best,
- See you soon,
- See you later,
- Cheers (GB).

2-2 To your boss or colleagues

2-2-1 Greetings :

- Dear Mr./Ms.+ “Surname”. You can't write “Dear Mr” as in French.
- Dear Sir / Madam (a greeting used when you don't know the name of the recipient),
- Dear Sirs,
- Gentlemen.

2-2-2 Endings:

- Yours sincerely,

- Sincerely yours (in American English)
- Yours Faithfully,
- Bests regards.

If the email is sent to one of your colleagues or one of your close relations, you can end your email with the following expressions:

- Many thanks,
- With Kindest regards.

3) Ressources:

British Council BBC: [email writing](#)

English Town: [comment rédiger un email en anglais](#)

Vidéo Youtube: [How to write a memo or email with four examples](#)

Learn English today: [Writing Business Letters](#)