

Business Email Writing Task

A good business email is brief, straightforward, and polite. If possible, it should be limited to only a couple paragraphs. Because it is so brief, a business email is often judged on small, but important, things: format, grammar, punctuation, openings and closings. For the purpose of this assignment, you will be writing a formal business email, however, there is a sample of both to show you the difference.

Some important points to remember about writing emails are:

- Always include a brief subject in the Subject Line.
- Email is much less formal than a written letter. Emails are usually short and concise.
- If you are writing to someone you don't know, a simple "Hello" is adequate. Using a salutation such as "Dear Mr. Smith," is too formal.
- When writing to someone you know well, feel free to write as if you are speaking to the person.
- Use abbreviated verb forms (He's, We're, He'd, etc.)
- Include a telephone number to the signature of the email. This will give the recipient the chance to telephone if necessary.
- It is not necessary to include your email address as the recipient can just reply to the email.
- When replying, eliminate all the information that is not necessary. Only leave the sections of text that are related to your reply. This will save your reader time when reading your email.

Sample Emails:

Example 1: Formal

Hello,

I read on your web site that you offer Music CD copying for large quantities of CDs. I'd like to inquire about the procedures involved in these services. Are the files transferred online, or are the titles sent by CD to you by standard mail? How long does it usually take to produce approximately 500 copies? Are there any discounts on such a large quantity?

Thank you for taking the time to answer my questions. I look forward to your response.

Jack Finley
Sales Manager, Young Talent Inc.
(709) 567 - 3498

Example 2: Informal

At 16.22 01/07/2008, you wrote:

> I hear you're working on the Smith account. If you need any information don't hesitate to get in > contact with me.

Hi Tom,

Listen, we've been working on the Smith account and I was wondering if you could give me a hand? I need some inside information on recent developments over there. Do you think you could pass on any information you might have?

Thanks

Peter

Peter Thompsen
Account Manager, Tri-State Accounting
(698) 345 - 7843

In this lesson you will:

Develop Letter Writing Skills by examining the document structure and (the way an email is laid out and organized).

Analyze Tone, Voice and Diction used in different styles of letter writing.

Organize Information by writing a business email responding the original Request letter to Mr. Cement.

In this exercise you are going to focus on completing your draft of your Business Email in response to the Request Letter sent to Mr. Cement. The letter will be broken up into three parts:

1. An introduction in which you address the Condominium developer who requested more cement. Make sure you have an address. For the purpose of this task, you may make up one, but be sure to include all address information.
2. When are you able to deliver the materials? How much will they cost? Be specific about the time, place, and other relevant details. For the purpose of this task you can make up these details.

3. A conclusion in which you politely tell your client a specific date when you will see him/her with the materials requested.

Writing a Business Email

Step 1: Organize your information in the template below.

<p><u>AUDIENCE</u> - who is your email addressed to? - Do you have an address?</p>	
<p><u>BODY OF EMAIL</u> You are answering the person who requested materials for the condominium development. When can you deliver the materials? How much will it be? (Be specific about the time, place, quantity, and other relevant details)</p>	
<p><u>CLOSING</u> - Politely sign off your email telling the recipient when you will see him/her with the materials requested.</p>	

Step 2: Having organized your information in the template you can now write your rough draft letter.

Step 3: Reread your rough draft. Edit for spelling, grammar and content.

Step 4: Prepare a final draft from your edited work. Remember to check your work over before submitting your final copy.