

Email Writing

Emails are the fastest means of communication now and are being used all over the world. They are cost effective, easily accessible and serve as a written proof. Being able to write professional emails is very important. You will be using email not only when you get into a job or business, but for reaching out to people to get a job.

Parts of an Email:

Look at the picture given below, see different parts and read their description:



1) To

Here we add the email address of the recipient (receiver's email ID)

2) CC

CC in Email stands for Carbon Copy. If you wish to send the email to someone else other than the receiver you can add his/her email Id in the CC section.

3) BCC

BCC stands for Blind Carbon Copy. It is majorly used for marketing purposes. You must use BCC when you want to send an email to many people and those people don't want their Email address to be shared.

Difference between CC and BCC: When you add several email IDs in CC to multiple contacts, the email address of everyone can be viewed by everyone while in BCC it is hidden. So if you want every receiver to see each other's email ID use CC and if you want to maintain privacy use BCC.

4) Subject

Subject is something which a user sees in Inbox hence it should be short, crisp and to the point.

Example: You wish to write an Email to your team members regarding month end team connect. What do you think is an ideal subject?

- 1) Team Meeting
- 2) Team Meeting- 30th March; 6:00 PM

Subject should be short and must deliver as much information as possible. So the second option is a good subject line.

5) Content

After the subject you write the detailed content in the large Box. The content is usually divided in three parts:

- i) Opening
- ii) Body
- iii) Closing

Opening: It consists of salutation and a general introduction. You can use salutations like Dear, Hello, Greetings etc. If you are writing to a person in a designated position you can mention Dear (Most widely used), e.g. Dear Hiring Manager or Dear Mr. Sharma. In case of females if you are confused whether to add Miss or Mrs. it is always suggested to use Ms.

Note: Avoid using Dear Sir/Ma'am

Once given a salutation to the receiver, you must write a general overview (2not more than 2 lines) about why you are writing this email. It can be for various reasons like application for leave, Job Application, Request Emails and many more.

Body: Here you give detailed information about the reason you mentioned in the overview. For Example if you wish to apply for leave. Mention the reason for leave, exact days of leave, mention leave duration with the help of dates and any other relevant information.

Closing: In a formal closing part you have to mention your details, like Name, Contact,. Also you can ask the receiver to go through the file or documents that you have attached (if any). The most common and safe closing can be:

Sincerely/Regards
(Your Name)
(Your Contact Number)
(Organization) if applicable

It is important to note that the opening and closing depends on the context of Email. For example if you are sending an appreciation mail the closing will change from Regards to Best Wishes, in a request email it will be changed to Thanks in Advance or Simply Thanks etc.

Rules for writing effective emails:

Just like letters and applications, every mode of communication has some rules that we need to follow. Email writing too has many rules that we should keep in mind as it's the most widely used and professional mode of communication. Learn the following rules to make a good impression on your future employer.

1. ALWAYS include a meaningful heading in the subject line along with a brief outline of what the email body will include.

e.g.

[REQ] Request (for a reference)

[ACTION] Action (to be completed)

[FYI] For your information

2. ALWAYS address the reader in a professional manner. If you are not sure who the reader is you can see the example on how you could address them. You should make it as personal as possible.

e.g.

Dear Miss Rose

Dear Mohammed

To whom it may concern

3. Round up the main point of your email in the opening sentence.

e.g.

Think about what you would like the reader to do next, what actions they need to take or how the information you are sending is useful for them

Think about what you want to say in advance

4. DO NOT use all capital or all small cases unless referring to a known acronym or term that is familiar to the reader.

e.g.

CSDO/ WP/ TTFN/ PAF

5. ALWAYS check your grammar before sending and NEVER use slang/ text speak/colloquiums.

e.g.

LOL/WAG1/WUUP2/LY

6. ALWAYS keep language professional. If necessary, ask a friend or colleague to proofread before you send the email.

e.g.

Would it be possible to request this information from you?

7. Be concise and polite. **ALWAYS** remember to use ‘please’ and ‘thank you’.

e.g.

Thank you in advance for your time

8. **ALWAYS** check for spelling, grammar, punctuation and any careless mistakes.

e.g.

Careless mistakes are more difficult to identify so attention to detail is necessary



9. **ALWAYS** use paragraphs.

e.g.

Ensure that the email is broken up into paragraphs and not written as an essay

10. Add a signature block at the end of the email to ensure the reader has details on how to contact you.

e.g.

Emma Watson

BSc Sociology and Criminology 2nd year

Student ID: 060002365

NOTE: Add address and a contact telephone number if necessary

Activity: Write a formal email

When: during the session

How: Situation: you have completed your graduation and want to apply for a job. You went to the website of a potential employer and found the email address in the contact section. Draft the email that you would like to send to offer your candidature. You can use the name of an existing industry or

A screenshot of a 'New Message' email composition window. The window has a dark grey title bar with the text 'New Message' and window control icons (minimize, maximize, close). Below the title bar, there are four input fields: 'To', 'Cc', 'Bcc', and 'Subject'. The 'Subject' field is currently empty. Below the input fields is a large white text area for writing the email body. At the bottom of the window, there is a rich text editor toolbar with various icons for undo, redo, font face (set to 'Sans Serif'), font size, bold, italic, underline, text color, background color, bulleted list, numbered list, link, unlink, quote, insert link, and insert image. Below the toolbar is a 'Send' button and a row of icons for text color, attachment, link, emoji, insert image, insert video, and insert link. In the bottom right corner, there are three vertical dots and a trash can icon.

company while writing the email.

Activity: Do's and Don'ts of Email writing

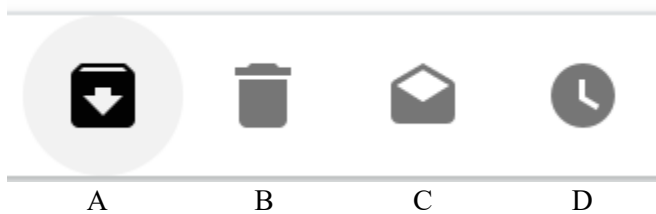
When: during the session

How: based on your learning from the email writing session, write at least 5 things that you should do and 5 things that you shouldn't do while writing effective formal emails

| Dos | Don'ts |
|-----|--------|
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Exercise:

1) Name the following Icons (Hint: Visit your email inbox)



- A: _____
- B: _____
- C: _____
- D: _____

2) Which of the following is the correct full form of CC (Email Writing)

- a. Cartoon Copy
- b. Carbon Copy

- c. Coupon Copy
- d. Collaboration Copy

3) What does BCC stand for?

- a. Blind Carbon Copy
- b. Before Collaboration Copy
- c. Boost Cost Copy
- d. Blind Collaboration Copy

4) Rajat wants to send a Marketing Email to 50 prospective consumers. Which of the following features is he most likely to use?

- a. CC
- b. BCC
- c. Subject
- d. To

5) Kunal was writing an Email to his boss, but due to an internet connectivity issue he thought to continue the Email later. Name the section of the email, where the incomplete Email would go?

- a. Starred
- b. Saved
- c. Drafts
- d. Snoozed¹

¹ Ans:1) A-Archive, B-Delete, C-Mark as Read, D-Snooze 2)-b, 3)-a,4)-b,5)-c