

How to write an email.

1. Introduction: Parts of a Business Email

Explain the key components of a professional email with examples:

1.1 Subject Line: Short and to the point.

- Example: "Meeting Request: Marketing Strategy Updates"

1.2 Greeting: Formal or semi-formal depending on the recipient.

- Examples:
 - Formal: "Dear Mr. Silva,"
 - Semi-formal: "Hi Maria,"

1.3 Opening Sentence: State the purpose clearly.

- Example: "I hope this email finds you well. I am writing to follow up on our previous conversation about..."

1.4 Body: Provide details, keeping it clear and concise.

- Example: "We are finalizing the agenda for the meeting on January 15th. Could you please confirm your availability by Friday?"

1.5 Closing Sentence: Wrap up with a call to action or polite remark.

- Example: "Looking forward to your response."

1.6 Sign-Off: Use a formal closing phrase.

- Examples:
 - Formal: "Best regards," / "Yours sincerely,"
 - Semi-formal: "Kind regards,"

1.7 Signature: Name, job title, company, and contact details.

2. Vocabulary and Phrases

Introduce common phrases used in business emails:

2.1 Making Requests:

- "Could you please..."
- "I would appreciate it if you could..."

2.2 Providing Information:

- "Please find attached..."
- "I am writing to inform you that..."

2.3 Apologizing:

- "I apologize for the delay..."
- "We regret any inconvenience caused..."

2.4 Following Up:

- "I am following up on..."
- "I wanted to check if you received my previous email."

2.5 Closing Politely:

- "Thank you for your time and consideration."
- "Please let me know if you have any questions."

3. Guided Practice

Activity 1: Analyze an Example Email

Identify the parts of the email.

Subject: Follow-Up on Project Proposal

Dear Mr. Johnson,

I hope this email finds you well. I am writing to follow up on the project proposal we discussed last week. Please let me know if you need any additional information.

Looking forward to your response.

Best regards,

Ana Silva

Marketing Manager, ABC Corp

Discuss what works well and how it can be improved.

Activity 2: Fill in the Blanks

Provide a template with missing phrases and ask students to complete it:

Subject: ____

Dear __,

I am writing to __. Please __.

Looking forward to __.

Kind regards,

[Your Name]

4. Independent Practice

Task: Write Your Own Business Email

Scenario: You are scheduling a meeting with a potential client. Write a professional email to propose a time and place.

Requirements: Include all parts of the email and at least 3 new phrases learned in class.

Subject: _____

Review the emails with your teacher. Provide corrections and suggestions.

5. Wrap-Up

Homework: Write an email for a different scenario (e.g., replying to a customer complaint or sending a follow-up after a meeting).

Discussion Question: “What part of writing emails do you find most difficult?”

2. Writing Emails

1. Discuss the questions about emails.

How many emails do you write in a week?

Who do you write emails to?

Have you ever written a formal email in English?

2. Reading for detail: Read the emails below and answer the questions.

1 Who is the email from?

2 Who is the email to?

3 What three things does the writer ask the reader to do?

4 Where is Ms Lee going?

Subject: Visit to Osaka Securities

Dear Mr Watanabe,

Thank you for your email received March 21. With regard to my visit next month I need to tell you that I will arrive at Osaka airport at 14:30 on Thursday 14th April. As this will be my first visit to Japan I would be very grateful if somebody could meet me at the airport. Also, would it be possible for you to make a reservation at a nearby hotel for me? I would really appreciate it. In addition, could you possibly send me a copy of the agenda for our meeting and a copy of your most recent sales figures? Please accept my apologies but my colleague Ms Lee will not be able to join me on this visit as she is attending an investment conference in Singapore at the same time.

I look forward to meeting you,

With best regards,

Lars Oluffson

Dear Haruki,

Thanks for your message. Re next month's visit to Japan, I'm going to arrive at Osaka airport at 14.30 on Thursday 14 April. This will be my first visit to Japan so can you send somebody to meet me at the airport please? Can you book a hotel for me near your offices too? Also, can you please send me a copy of the agenda for our meeting and a copy of your most recent sales figures?

I'm sorry but my colleague Ms Lee won't be able to come with me as she is going to an investment conference in Singapore at the same time.

See you next month,

All the best,

Lars

3. Formal and informal language

In each set of four, match a formal word on the left with an informal word on the right.

1 inform	—	a) come to
2 assistance	—	b) help
3 require	—	c) tell
4 attend	—	d) need
5 further	—	e) want
6 grateful	—	f) more
7 near future	—	g) happy
8 would like	—	h) soon

4. Read Manuela's email to Laura and write it as a formal email. Use the expressions from 2 (emails) and words from 4.

Subject: Art and design conference

Dear Laura,

Thanks for your last message.

I want to tell you about next month's arts and design conference. It is going to be held in Sao Paulo at the First Conference Centre from June 18 to 21. The agenda for the conference is attached. Can you have a look and choose the sessions that you want to come to?

Please also tell me if you need any extra help. I can book a hotel for you or arrange for somebody to meet you at the airport.

I will be very happy if you can let me know soon.

All the best,
Manuela Calo

Subject: Art and design conference

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Writing: Write a formal reply to Manuela's email. Use the information below:

- you are going to attend the conference
- you can not stay for all three days
- the sessions you want to go to are New design methods and The future of art
- ask Manuela to make a reservation at a hotel
- ask Manuela to organize a taxi to pick you up at the airport.

Subject: Art and design conference

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4. Write an email to the Region Director explaining your choice of candidate based on the information below.

YouJuice Inc., based in Monterrey, Mexico, sells ready-to-drink juices all over the world. It is originally a Mexican company, but it is now owned by a large US Corporation. YouJuice is currently looking for a Sales and Marketing Director for its sales facilities in Brazil, Argentina and Colombia.

Recently, sales results have been poor. Overall, sales revenue was 35% below target. The reasons are:

- Sales staff are not highly motivated, and staff turnover is high.
- The Sales Managers say that the low sales are due to strong competition in this segment of the market.
- The previous director had no clear strategy for developing sales.
- Not enough market research has been done, and the customer database does not produce reliable results.

A new appointment

There are three candidates for the position of Sales and Marketing Director. They all work for YouJuice in either Mexico or one of the foreign subsidiaries. The new director will be based in São Paulo, Brazil. Here is an extract from the job description for the position.

The successful candidate will be responsible for:

- increasing sales and developing marketing strategies
- coordinating the work of the sales teams so that they are more motivated and effective
- carrying out market research to improve customer numbers.

The successful candidate will be:

- a strong personality with leadership qualities
- energetic, dynamic, and enthusiastic.

He/She will have:

- a good academic background and relevant work experience
- organizational and interpersonal skills
- numeracy skills and analytical ability
- good linguistic ability.




The position will involve frequent travel in the three countries.

Profiles of the candidates

Read the essential information about each candidate. Then listen to the interview extracts.

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Read the essential information about each candidate. Then listen to the interview extracts. Read and discuss each section of the candidates and discuss who is the best in that particular aspect. For example, S: In terms of demographics, I think Jeff is the best because he is single and can travel without worrying about a family. In terms of Education, I think...

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	Juana Ramos Mexican, aged 30 Married, two children (7 and 9 years old)	Chantal Lefevre Swiss, aged 41 Divorced, one child (five years old)	Jeff Sanderson American, aged 54 Single
Education	<ul style="list-style-type: none"> • University degree in Economics • Studying for a Master's degree in Marketing (distance learning) 	<ul style="list-style-type: none"> • University degree in Business Administration • Diploma in Marketing 	<ul style="list-style-type: none"> • University degree in Sociology • Master's in Business Administration (MBA) from Harvard Business School
Experience	<ul style="list-style-type: none"> • Has worked for YouJuice since leaving university. • Worked in market research for one year, then in sales. • Has a good knowledge of computing; numerate. 	<ul style="list-style-type: none"> • Two years' market research, then over 15 years' sales and marketing in various companies, including one year in Spain and six years in Portugal. • Joined YouJuice three years ago as sales representative in Switzerland. Very hard-working. Has done an excellent job and earned large bonuses each year. 	<p>Joined YouJuice 20 years ago. Has always worked in sales. In the last five years, Sales Manager (France and Italy).</p> <p>Achievements Has increased sales by 8% in the five-year period</p>
Achievements	Top sales representative in the last five years	A good sales record in all her previous positions	Has increased sales by 8% in the five-year period
Languages	Fluent Spanish and Italian; good standard of English; intermediate Portuguese	Fluent Portuguese; intermediate Spanish; excellent English	Fluent English and Portuguese; Spanish: good reading skills, needs to improve his oral ability
Interviewer's comments	A strong, charismatic personality. Very competitive. Not afraid to speak her mind, even if it upsets colleagues. A good sense of humor. Wants to advance in her career as quickly as possible. Intelligence test (IQ): very high. Is she diplomatic? Interpersonal skills?	A quiet, modest person, but very eager to progress in her career. Answered questions directly and honestly. A sociable person. She's chief organizer of her local tennis club. Believes that the new director should involve staff in all decisions. Intelligence test (IQ): average. leadership qualities? Decisive?	A serious person. Respected by his staff. Has a strong sense of responsibility. 'I am a company man.' Not very creative. Believes new ideas should come from staff. Some staff say he's a workaholic and difficult to get to know. Very interested in South American cultures. Intelligence test (IQ): above average. Why does he really want the job? Energetic enough?
Personal description	Listening: 1.11	Listening: 1.13	Listening: 1.15
Strategy	Listening: 1.12	Listening: 1.14	Listening: 1.16

Remember you can use the website www.ckenglish.com/beui to listen.

2 Write an email to the Region Director explaining your choice.

Subject: ____
