

## Lesson 1: Business English Writing «Business Formal Email»

E-mail is short of 'Electronic mail'. It is defined as the transmission of messages on the internet. Email is by far the predominant form of business writing and communication today.

### Structure of Business Email:

<b>From:</b> Sender's email id.
<b>To:</b> Recipient's email id.
<b>Subject:</b> Title of email.
<b>Greeting:</b> Dear Madam/ Sir Dear Ms. / Mr. (recipient's surname) <u>Example:</u> Dear Sir/ Dear Mr. Hill
<b>Self introduction:</b> Name + Job title + Company name. <u>Example:</u> My name is Susan Whitby and I am the head of Marketing at HMU
<b>Opening sentence:</b> I hope everything is going well/ I hope you are well
<b>Topic/ reason of writing the email:</b> * put a short sentence to introduce your point I am writing regarding ...../ I want to follow up on ...../ I would like to ask about ..... <u>Example:</u> I am writing regarding the issues we have been having with our database system
<b>Details / Supporting Information:</b> * add 2 or 3 sentences of details <u>Example:</u> Both clients and staff have been experiencing severe problems for several days now. We are unable to update records or access information on customers interactions. This is costing us large amounts of money, both in time spent trying to fix the problem and lost sales.  * introducing next point: There is one more thing I would like to discuss with you..... <u>Example:</u> There is one more thing I would like to discuss with you. It seems like the number of customers complaints has been increasing for three months.
<b>A call for action / Suggestion:</b> Please ..... by tomorrow at the latest/ As a matter of urgency, you need to..... <u>Example:</u> Please arrange a meeting of all departments heads by tomorrow at the latest
<b>Sign-off:</b> Regards, / Best of Wishes, / Kind Regards,
<b>Your name:</b> The sender's name

**Practice:**

**Home Work:**

Write a business email, following the structure we dealt with in the lesson.

This home work is meant to be submitted in a written form.