

Worksheet 10: Email style

1 When writing emails, which of the following pieces of advice are appropriate?

- 1 You should always have a strong, clear subject line so that the recipient knows what the email is about before reading it.
- 2 You should always use titles (e.g. *Dear Mr Jones*), not first names (e.g. *Dear Rob*).
- 3 You should avoid contractions (e.g. *I am writing* not *I'm writing*).
- 4 You should put your most important information in the first paragraph. Get to the point quickly.
- 5 Limit sentence length and keep paragraphs short and easy to read.

2 Read the emails (A–C). Match each email to its type (1–3) below. Which one is most formal, and which one is least formal?

- 1 an invitation 2 an offer 3 a message of thanks

3 Complete the emails with these phrases.

- | | |
|----------------------------|-----------------------------------|
| a as we've come to expect | f best regards |
| b thank you once again for | g please feel free to |
| c on behalf of | h sincerely |
| d keep in touch | i as you may know |
| e requests the pleasure of | j it would be greatly appreciated |

4 Notice the use of adverb–adjective collocations in bold in the emails. Then match each adverb (1–4) with the set of adjectives (a–d) that it collocates with.

- | | |
|--------------|--|
| 1 thoroughly | a reasonable balanced arranged |
| 2 perfectly | b recommended effective investigated |
| 3 deeply | c different new changed |
| 4 radically | d meaningful concerned honoured |

5 Choose one of these situations then write an email to the person concerned. Decide on your level of formality, your subject line, and the language you wish to use to communicate your message.

- 1 an invitation to John Donald, a well-known speaker on sales and marketing, to speak at an awards ceremony (and present an award) at your annual sales conference
- 2 a follow-up thank-you message to a marketing manager from a department store who has recently visited your manufacturing company and been given a guided tour
- 3 an email to a recent graduate who has written to your company asking for job experience or an internship

I CAN

- | | |
|-----------------------------------|--------------------------|
| write effective emails | <input type="checkbox"/> |
| use a range of styles | <input type="checkbox"/> |
| use fixed expressions for emails | <input type="checkbox"/> |
| use adverb–adjective collocations | <input type="checkbox"/> |

To: Jonathan Whitaker

From: Laurence Hall

Subject: Employment with Amity Consulting Services

Dear Jonathan,

My name is Laurence Hall, and I am contacting you ¹ _____ Amity Consulting. We received your CV sent on the 9th April, and we would like to know if you are still interested in working for us.

At present, we are seeking a freelance consultant on a part-time basis to assist on our training project in the oil industry in Oman. If this role is of interest to you, please fill in the attached application form and send it to Claire Forrest at Amity Consulting. We will contact you shortly about an interview.

In the meantime, if you have any questions, ² _____ contact me.

We look forward to hearing from you.

Yours ³ _____,

Laurence Hall

To: Susan Taylor-Marsh

From: Henry Fielding

Subject: Pre-exposition drinks with DDF

Dear Susan,

⁴ _____, DDF Industries will be exhibiting at the Solar Exposition this year, and, to mark the launch of our new, **radically innovative** X33 panel, Janet Austen, CEO of DDF, ⁵ _____ your company for drinks and canapés at our booth on the first floor at 3 p.m. on Monday the 7th.

⁶ _____ if you could confirm your attendance by reply.

We really hope you can make it – we'll all be **deeply disappointed** if you can't!

We look forward to seeing you again.

⁷ _____

Henry

To: Julian More

From: Jonathan Potts

Subject: Congratulations on the expo presentation

Hi Julian,

I am writing to thank you for your outstanding presentation at the Yachting Expo last Monday.

⁸ _____, it was both **thoroughly entertaining** and **perfectly executed**. It was very much appreciated by all of us at the Marine Store sales group.

⁹ _____ taking time out from your busy schedule to provide our employees and clients with such a memorable presentation.

¹⁰ _____,

Jon