

### Writing to your partner

**Start:** Use the person's first name or nickname

**Ending:** "*Take care*", or "*Love*", or "*Thinking of you*"

**Signature:** Your first name, or nickname

### Writing to a friend

**Start:** Use the person's first name

**Ending:** "*Best wishes*", or "*Yours*", or "*Take care*"

**Signature:** Your first name

### Writing to someone in your own company

**Start:** Use "*Dear*" followed the person's first name (in a few companies you might need to be more formal, but this is rare in the UK)

**Ending:** "*Regards*", or "*Best wishes*"

**Signature:** Your first name and last name, and below this your job title and department, and phone number (or extension)

### Writing to someone in another organisation or someone in a formal position of responsibility

**Start:** Use "*Dear*" followed by the person's title (eg: *Mr, Mrs, Ms, Dr*) and surname (eg: Smith), or just "*Sir/Madam*" if you don't know the name.

**Ending:** "*Regards*"

**Signature:** Your first name and last name (you might add your title after this in brackets if you want to make it clear if you are a man or woman).

Below this your job title (if appropriate) and contact details (you may want to include your telephone number or address)

### Open the e-mail: reasons for writing

- I am writing to apply for a position in your firm as .... (seeking employment)
- I am writing to complain about (complain about services received)
- I am sorry I was not available to take your call yesterday.
- I am sorry for the delay in replying to your e-mail
- Thank you for your e-mail. There is a point I don't quite understand
- I am writing to confirm arrangements.
- I would like to check some details with you
- I am sorry to inform you that we have to cancel this order
- Could you please send me information on your products and services?

### First remind the reader of the first of the first contact or previous meeting:

- It was good to meet you at the seminar in Paris
- Do you remember we met at the Expo presentation?
- We spoke at the recent conference.
- In reply to your request I can confirm that...
- Thank you for sending me your catalogue...
- Thank you for your interest in our products/company
- Thank you for your e-mail of the (date)
- Further to our phone call (if you have spoken to the person on the phone)
- Following our (telephone)conversation on(date)



### Documents are attached in an e-mail and enclosed in a letter:

- Please find attached/enclosed the report as requested.
- The report is attached.
- I've attached a copy of the documents ....

### Saying sorry and giving bad news:

- I'm sorry I did not send this earlier
- I'm sorry I could not contact you earlier.
- Please accept our/my apologies for...
- We/I regret to inform you that...

### Request of action:

- Could you please call me later today?
- Please confirm that the arrangements are OK.
- Could you let me know as soon as possible?
- Could you call me?
- Please reply as soon as possible.

### Other useful phrases to end an e-mail

- Please do not hesitate to contact us if you have any queries.
- Please let me know if you have any queries

The objective of all emails is to communicate. The writer needs the recipient to understand. So she/he should make it as easy as possible for the recipient to understand the message. Here are some tips for effective e-mail writing:

- Always fill in the Subject line
- Use Plain Text, not HTML
- Keep Your Line Lengths Short
- **Don't YELL!** Do not write everything in **CAPITAL LETTERS**. In English, it is not polite to use a lot of capital letters.
- Avoid Nancy lettering
- Be careful using acronyms
- Sign Your Email
- Always spell-check your e-mail

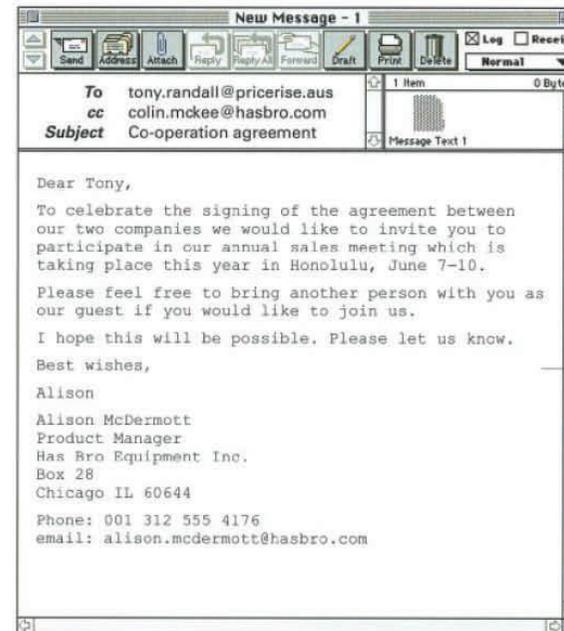
**Here are some of the most common acronyms and expressions:**

- AFAIK** - as far as I know
- ASAP** - as soon as possible
- BTW** - By The Way
- FYI** - For Your Information
- HTH** - hope this helps
- IMHO** - In My Humble/Honest Opinion



**e-mails**

E-mails can have a formal business style or a very informal style, similar to spoken English.



This semi-formal style is similar to a standard business letter, but less formal and usually shorter. The ending is *Best wishes* rather than *Yours sincerely*. This style is best used when you are sending an e-mail to somebody who is outside your company, or whom you do not know very well. The focus is on giving or asking for information quickly.



The informal style is most suitable for e-mails within your company and for people whom you know well. The greeting is often *Hi, Hello* or even *How are you? Cheers* is a common ending, or sometimes the ending is omitted. Sometimes the writer will only use small letters. The style is much closer to spoken than to written English.

Sometimes people use abbreviations of words if they want to save time:  
 CU = see you  
 tkx = thanks  
 RUOK? = are you OK?