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**LIVE COACHING CLASSES
ORGANISED BY BOS, ICAI**

**FOUNDATION LEVEL
PAPER 2B: BUSINESS CORRESPONDING &
REPORTING**

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CHAPTER 11

Writing Formal Mails



What is an email?

- Short for electronic mail
- Commonly used means of communication
- Fast, immediate and allow you to interact with all kinds of businesses
- Connects you within and beyond the national boundaries
- Requires certain skills – being a professional setup
- Essential not to commit mistakes
- Vital aspect of business communication



Formal email

- Right choice for some business situations
- When you're sending an email to someone you don't know well or to someone in authority
- Avoid using abbreviations, contractions, slang, emoticons, and other informal terminology.
- Use complete sentences and proper grammar



Difference in use of language

- The meeting is scheduled for December 5th at 9:30 a.m. all students must attend. Your project updates are needed.
- Required meeting- Dec 5, 9:30 a.m. Updates needed. See ya there. 😊



Basic format of emails

- From: **Sender's name/email id**
- To: **Receiver's name/email id**
- Cc: **(carbon copy) same mail being sent on other email ids**
- Bcc: **(blank carbon copy) names and email ids are not visible to anyone**
- Subject:
- Salutation:
- Main body:
- Closing:
- Attachments:
- Signature line:



Anatomy of a good email

- Subject line: most important part of the email
 - *A good subject line can entice people to open your email to read.*
 - *A bad subject line can land up your email in a spam or trash.*
 - *Spend double time while crafting the right subject line*
 - *Every time you are discussing a new topic, change the subject line*



■ Salutation/ Greetings

- *Directly addresses the person you're sending the email to.*
- *E.g: 'Dear Students, '; 'Dear Ms. Jones, ', 'Hi Mr. Smith'*
- *If you don't know the person whom you are sending the email, please try to find that. In case you don't find, it's okay to use – 'Dear Human Resource Department, '; 'Dear Sir/Madam, '; to whom it may concern*
- *Suppose you are addressing to the person whose name is Sanjay Garg, you will write either – 'Dear Mr. Garg, ' or 'Dear Sanjay, '*



■ Body

- *Introduce yourself*
- *Introduce your main agenda of the email*
- *Be clear and concise*
- *Divide the paragraphs in email according to the points discussed*
- *Each paragraph should have only one point of discussion*
- *Close/sign off the email with proper and suitable sentences*
- *Keep a check on your use of grammar, spelling and punctuation*



■ Closing

- *Just as you want to start things off on good note with your greetings, you also want to part well.*
- *Friendly sign off*
- *Like – thanks , best, regards, sincerely, best wishes*
- *Choose a closing that feels genuine to your personality and tailor it to your relationship to ensure professionalism.*



A little guide...

- Greetings:
 - *Dear Jones,*
 - *Hi Amit,*
 - *Dear Professor Jain,*
 - *Dear Ms. Sharma*

- Introducing a topic/informing
 - *This is to inform you...*
 - *Just to let you know...*
 - *Good news!, Bad news!, I have got a news for you...*



- Follow up on previous discussion/email:
 - *As discussed, ...*
 - *To follow up on our meeting/discussion, ...*
 - *As required, ...*
 - *Regarding/in regards to ...*

- Asking and requesting:
 - *I would like to know if....*
 - *Could you please let me know if...?*
 - *Could you confirm if/when/...?*
 - *Could you give me an update/quote/an estimate?*



- Saying thanks:
 - *Getting back to me.*
 - *The information.*
 - *The update.*
 - *The email.*
 - *Following up on/with...*

- Ending:
 - *I'll get back to you as soon as I can.*
 - *I'll let you know.*
 - *Let me know.*
 - *Keep me posted.*
 - *Thanks/regards/all the best.*



Common mistakes

- *Writing a poor subject line*
- *Not personalizing your greetings*
- *Announcing too much in one message*
- *Employing ambiguous language*
- *Copy and pasting*
- *Forgetting to explain attachments*
- *Using jargon words*
- *Failing to use signature*
- *Having a poor email format*
- *Neglecting proofreading*

State whether the sentence would be classified as either formal or informal. If informal, change it to formal.

1.) I am pleased to inform you that you have won our grand prize. _____

2.) I hope all is well with your new career choice. _____

3.) I shouldn't have gone and missed with it!! _____

4.) I can't help you with that cuz it's too hard. _____

5.) Hi, how are you?

Answers

1.) Formal

2.) Formal

3.) Informal; I should not have changed it.

4.) Informal; I apologize but I am unable to help you with your problem because it is extremely difficult.

5.) Informal; Dear Mr. Smith, How are you?



Spot the error!

Hello Professor Smith,

I'm sorry to tell you but im sick and will not be able to come to class. See ya Wednesday.

Jason



Dear Professor Smith,

I am sorry to inform you, but I will not be able to attend class today because I am ill. Would it be possible for you to let me know what I have missed? Thank you for your help and I will see you in class on Wednesday.

Sincerely,

Jason Jones

Dear Sir/Madam,

I am a graduate from menlo college. I got a degree in business and would now like to use it. Your company looks interesting. Can I come in for an interview? I have alot of experience from my schooling and extra cirriculers. I think I can help the company alot. Please respond to my email to let me know.

Thanks,

Max Oates

Dear Hiring Manager,

My name is Max Oates. I recently graduated in May from Menlo College with a Bachelor of Science in Business Management and a concentration in Marketing. I was recommended to contact you concerning job opportunities from my advisor Dr. Nancy Drew. I believe that I would be an excellent candidate for a job.

I have taken many courses to prepare me for a job in marketing. These courses include Principles of Marketing, Marketing Research, Strategic Marketing Management, Consumer Behavior, and Internet Marketing. I have also recently interned at Google as an Internet Marketing Researcher. Through my many marketing classes and internship, I have learned to be a strong team member that values time management and communication.

I believe that I can be a valued asset to your company. My phone number and alternative email are listed below. I look forward to hearing from you.

Sincerely,

Max Oates

maxoates@gmail.com

555-555-5555

Example: Replying to a job advertisement

Subject: Web Content Editor position

Dear Sir/Madam,

With reference to your job ad in xxx, I would like to submit my application for the position of Web Content Editor in your company.

I graduated in Communication Sciences at the University of xxx and worked for several years in a Digital Agency as Content Specialist. I believe my skills and experience are in line with the requirements for the job position. I will be glad to introduce myself in an interview, that will allow you to better evaluate my possible recruitment.

Please find attached a copy of my resume. I look forward to hearing from you.

Yours faithfully,

...

Thank you!