# HOW TO WRITE AN EMAIL

## Lesson Objective

In this lesson, you will learn some helpful tips about emailing. You'll get a chance to practice writing an English email on paper before you send one. You'll also learn how to format an English email properly!

### Did you know...

- The word "email" is short for electronic mail.
- About 90% of email is spam or promotional mail.
- The @ sign is called the "at symbol".

## Warm-Up

### A. Writing

Choose one of the following three topics. Write for five minutes in your notebook or on the back of your paper, or on your electronic device or computer. Do not correct your writing. Just write!

1. What reasons do people have for emailing?

2. How important is spelling, punctuation, and formatting when it comes to email?

3. What are some differences between an informal email and a formal email?

### B. Vocabulary Preview

Match these words to their correct definitions.

| | | | | |
|---|---|---|---|---|
| _____ | 1. | recipient | a) | the person who receives the item (letter) |
| _____ | 2. | postmaster | b) | the greeting |
| _____ | 3. | salutation | c) | the main part of a written work |
| _____ | 4. | body | d) | the person in charge of delivering the mail |
| _____ | 5. | sign off | e) | to write the end of a letter |
| _____ | 6. | indentation | f) | a few spaces before a new paragraph |
| _____ | 7. | signature | g) | a preset name and text/graphics at the end of an email |
| _____ | 8. | filter | h) | a clue that something is wrong |
| _____ | 9. | red flag | i) | to sort |
| _____ | 10. | spam | j) | aka "junk mail", sent out to a mass audience |

# Introduction to Emailing

## A. Email Addresses

You are the sender. If you are using email for business or other formal purposes, your email address should look professional. The address should have all or part of your name in it, so that people know it is legitimate.

The person you are sending the email to is called the recipient. Make sure that the recipient's name is spelled correctly when you type it. If the email address has a typo, or no longer exists, you may get an email back from the postmaster that looks like this:

*"Delivery has failed to this recipient. The email address you entered could not be found. Please check the recipient's email address and resend the message."*

If you are writing an email to more than one person, you can use the Cc field (carbon copy). The Bcc (blind carbon copy) is useful if you don't want to share people's email addresses. The Bcc recipient will not see the other recipients.

## B. Subjects

With email, it is important to compose a subject that will make the recipient want to open the email. You don't need to write a full sentence. A good subject is short and easily searchable. In other words, if the recipient wants to find it later, he can search for a key word, such as "birthday".

## Task 1

Try to spot a problem with the recipient's email address in each example. Write the problem in the blank provided.

1. daavidjones@mailuni.com

   _____

2. teachergeorge@school.cim

   _____

3. 123karatekicks.com

   _____

## Task 2

Write three example "subjects" in the blanks provided.

1. (formal business)

   _____

2. (message to family)

   _____

3. (informal invite)

   _____

# Introduction to Emailing cont.

## C. Greetings

Be sure to address the recipient properly in your greeting (also called a "salutation"). Double- check that you have spelled the recipient's name correctly. Punctuation after Mr. or Mrs. is not necessary, but is possible. Use a comma (,) or colon (:) after the salutation. Start the body of your email on the next line.

**Formal**

- Dear Mr Williams,
- Dear Ms Gomez,
- Dear Mrs Harrington:
- Dear Sir,
- Dear Madam,
- To Whom It May Concern:
- Attn: Principal Smith
- Attn: Housing Manager

**Informal**

- Hi Adam,
- Hi guys,
- Hello ladies,
- Hi all,

## D. The Body

An email should be separated into paragraphs, just like any piece of writing. One or two paragraphs may be enough. Email should not be too long. Use plain text (without indentation). It's best to keep formatting "plain" because it may not carry over to your recipient.

1. Introduce yourself (if it's the first time you've contacted this person).
   [space]

2. Identify your reason for the email.
   [space]

3. Provide any special information. Identify any attachments.
   [space]

## E. Closing Remarks and Signing Off

Include a thank you message if applicable. Then on the next line add your name. (Include your title if it is business related.)

You may want to set an auto "signature" to appear on every email. This could include links to your website address or social media accounts. It may include a logo. This can be done in your email provider's settings.

**Formal**

- Sincerely,
- Respectfully,
- Best,
- Best Regards,
- Warm Regards,
- Thank you,
- Sincerely,
  Marko Rose, Executive Director

**Informal**

- Cheers,
- See you,
- Talk soon,
- Later,
- Cheers,
  Lucy

**Task 3**

What will you include in your auto signature? Create a unique auto signature for yourself:

_____

_____

_____

_____

_____

# Replying to Email

Try to reply to email promptly. If possible, reply the same day or within a few days of receiving a message. Click "Reply" to send an email in a "thread". This allows the sender and recipient to read the history of messages at any time. If the subject changes, but you want to write to the same recipient, create a new email with a new subject. Click "Forward" to share an email that you received with another recipient.

**Discussion Question**

How can the "Forward" option create problems for both formal and informal recipients and senders? Why should it be **used sparingly**?*

> **\*Note:**
>
> **to use** something **sparingly**: to only use it once in a while or in small quantities, to not overuse

# Safety Tips

## A. Subjects

Some email comes from people you know or have contacted. Some email is promotional. Some email is spam. Email can contain viruses that destroy your computer. How do you know if an email is safe to open or not? The subject line can help you filter your messages. Here are some red flags:

• subjects ALL IN CAPS
• subjects with the word FREE
• subjects with a % number

*Never open attachments from senders that you don't trust.*

### Task 4

Which of the following subjects are probably legitimate? ("Looks legit." Write L on the line.) Which are likely spam? ("Looks spammy." Write S on the line.)

_____ 1. FREE tickets. CLICK HERE.

_____ 2. Pst. This offer is exclusive for you.

_____ 3. Tim and Elaine's wedding.

_____ 4. Graduation details for Jan. 22.

_____ 5. We are awaiting your RSVP.
Only 5 days left!

_____ 6. 50% of the spots are full!
Earn 2X the points.

## B. Passwords

When you sign up for an email account, choose a password that isn't easy to guess. Don't share your password with anyone. Don't use the same password for your email as you do for a bank account or other private account. A good password uses a variety of letters and numbers.

### Task 5

Write an example of a weak password and a strong password.

**Weak Password:**      **Strong Password:**

_____    _____

# Email Checklist

**BEFORE HITTING SEND**

After you write your email, proofread it. If it's a formal email, don't send it right away. Leave it in your drafts folder, and come back a little later to open it again. Fix any mistakes you see. Check your spelling! If you are happy with your email, hit "Send"!

☐ Did I type the recipient's email address properly?

☐ Did I include a suitable subject?

☐ Did I add additional recipients properly?

☐ Did I include a greeting?

☐ Did I include a body?

☐ Did I close the email appropriately?

☐ Is the email written in an appropriate tone (formal or informal)?

☐ Did I attach a document or image that I said would be attached?

☐ Did I proofread my email before hitting "Send"?

# Comprehension Check-In

Work with a partner and answer the following questions based on the lesson so far.

1. What is the word email short for?

2. What word is used to describe the person who receives an email message?

3. What does a subject field not need in an email message?

4. Provide three examples of an email salutation.

5. What is an auto signature?

6. What do you call an email before it is sent?

7. What does Bcc stand for, and what is the purpose of it?

8. What should a person do after composing a formal email (before hitting "Send")?

# Sample Emails

## A. Formal (Business)

Read the sample formal email. Discuss the message with a partner. What important features does this post include? Discuss the formatting, organization, and content.

> **Sender:**  Eazy Peasy Print
> **Subject:**  Quote for Calendars
> **Recipients:**  Aaron Hampton
>
> Dear Mr Hampton,
>
> Hello. I am Warren Bean, a sales representative for Eazy Peasy Print. Thank you for your interest in our services.
>
> The cost of printing for your staff calendars will be approximately $235.00. I have included a breakdown of the fees in the attached document. Please let me know if you are interested in filling this order. We can ship the calendars to you by the end of next week.
>
> If you have any further questions, don't hesitate to ask. You can reach me by phone or email.
>
> Sincerely,
> Warren Bean, Eazy Peasy Sales Rep.
> (m. 224-778-9999)
>
> **Attachment:**  Quote #445 Staff Calendars

## B. Informal (Social)

Read the sample informal email. Discuss the message with a partner. What important features does this post include? How does it differ from the first email?

> **Sender:**  Olivia Ng
> **Subject:**  Book Club This Week
> **Recipients:**  Melanie Myers, Winnie and Fam, Dionnes, Franz VanHooft
>
> Hey everyone,
>
> Just a reminder that the book club is at my house tonight. The book is "Falling Down Easily" by Lucie McQueen. I hope you all loved it as much as I did.
>
> Here is my address: 22 Greene Lane. There is parking on the street. Come anytime after 8 pm.
>
> Cheers,
> Liv
>
> PS - Bring questions!

# Pair Activity

## A. Write an Email

Handwrite an informal email to a classmate.
Include the sender, recipient, subject, salutation, body, and signature.

_____

_____

_____

_____

_____

_____

_____

_____

## B. Write a Reply

Respond to your partner's message.

_____

_____

_____

_____

_____

_____

_____

_____

_____