



Writing professional e-mails

Supporting expressions and templates

April 2017

Template 1: Starting an e-mail

How to start an e-mail:

- Dear Mr/Ms (*full name or last name only – formal and acceptable in Europe*)
- Dear Sarah (*Formal and acceptable in the UK, Canada, USA*)
- Dear All, (*formal, semi-formal group e-mail*)
- Dear Sir/Madam or 'To whom it may concern' (*you don't know the person and formal*)
- Hi Sarah (*semi-formal – good colleagues*)
- Hello Sarah (*semi-formal – good colleagues*)

Introductions: formal:

- I hope this email finds you well/I hope things are well with you.
- Following our recent phone call/meeting/conference call....
- Thank you for your last e-mail on the....
- I would like to thank you for your time/commitment/support at the last....
- Thank you for your enquiry dated...
- I am writing with reference to/with regards to...
- Further to our recent telephone conversation...
- I would like to introduce myself, my name is Toby Higson. I would like to...

Template 2: Starting an e-mail

Introductions: semi-formal:

- I hope things are good with you.
- I hope you are good.
- It was great to speak last week, yesterday...
- It was good to see you last week, at the meeting...

Introductions: formal and semi-formal:

- I hope your day, week has started well.
- I hope your week is going well.

Starting the main topic: formal:

- I would like to draw your attention to..
- I would like to remind you that...
- I would like to highlight...
- I would be keen to discuss the possibility...
- I would welcome the opportunity to.../I would be interested in taking forward the..
- I would like to request, order, confirm, suggest, propose...
- Would you have availability to meet..?
- Would you be able to attend...?
- Would it be possible to verify whether you have received the.../have taken forward the...?

Template 3: Starting an e-mail

Starting the main topic: semi-formal:

- Could we check whether...?
- Could I please remind you that...
- Are you able to attend the....?
- Could I request, order, confirm, suggest, propose....
- Could we meet tomorrow... ?
- Could you please send me the...
- Could you please give me an update on...

Starting the main topic: good colleague:

- Can we meet on...?
- Can I check that you have...?
- Can I confirm if...?
- Can you come to the meeting on the...?
- Can you make the meeting next week..?
- Can you send me/give me/fire over the...
- Can you give me an update on/let me know about

Template 4: Finishing an e-mail

Formal transition phrases in closing an e-mail.

- I look forward to hearing from you.
- I look forward to our next meeting/seeing you at the conference.
- I look forward to working together on this project.
- I really appreciate your time on this matter.
- I welcome the opportunity to collaborate with you on this project.
- If you have any problems/issues/questions/queries please don't hesitate to contact me.
- If you need any further support/information please don't hesitate to contact me.
- I wish you a good end to the week/weekend.

Semi formal transition phrases in closing an e-mail.

- See you at the meeting next week...
- It would/will be great to work together...
- It would/will be great to see you at ...
- Speak to you soon.
- Have a good end to the week. Have a good weekend.

'Will' is more definitive than 'would'. Use 'would' if your next steps are not 100% certain.

Template 5: Finishing an e-mail

The transition from formal to semi-formal to informal.

- Best regards (*very formal, senior management, customers*)
- Kind regards (*formal but a positive relationship exists, senior management, customers*)
- Regards (*semi-formal, suitable for colleagues*).
- Best (*semi-formal – good relationship exists*)
- All the best/Best wishes (*semi-formal/informal*) – note this can be confusing as *Best wishes* is associated with the Christmas season.
- Thankyou/Thanks (*semi-formal to informal*)
- Bye (*very informal*)
- See you later/See you/See you soon (*informal*)
- Speak later (*informal*)
- Cheers (*informal*)

Template 6: Useful expressions formal to semi formal

Semi-formal/informal

1. What do you need? →
2. Thanks for the e-mail of 12 Feb. →
3. **Sorry** I can't make it... →
4. I'm **sorry** to tell you that... →
5. I **promise**.... →
6. **Can** you....? →
7. Don't forget... →
8. You haven't →
9. I am **sorry** for... →
10. Re..... →
11. See you next week. →
12. But...Also.....So.... →

Formal

- a. Please let us know your requirements.
- b. Thank you for the e-mail received 12 February.
- c. I am afraid I will not be able to attend.
- d. We regret to advise you that...
- e. I can assure you that.....
- f. I would be grateful if you could/I was wondering if you could....
- g. We would like to remind you that...
- h. We note from our records that you have not....
- i. Please accept our apologies for...
- j. With reference to, with regards to..
- k. I look forward to meeting you next week...
- l. However.../In addition..../Therefore...

Please note the words in bold we suggest you give particular focus to replacing when writing a super formal e-mail.

Template 7: Going crazy for acronyms

- **ASAP** - as soon as possible
- **B2B** - Business to Business
- **BCC** - blind copy
- **BOGOF** - buy one get one free
- **BTW** - by the way
- **CAO** - Chief Accounting Officer
- **CC** - copy
- **24x7** - open all the time
- **CEO** - Chief Executive Officer
- **CFO** - Chief Financial Officer
- **CIO** - Chief Information Officer, Chief Investment Officer and Chief Innovation Officer
- **CMO** - Chief Marketing Officer
- **COB** - close of business
- **COO** - Chief Operating Officer
- **FTE** - full-time equivalent
- **FYI** - for your information
- **FY** - fiscal year
- **HR** - human resources
- **KIT** - keep in touch
- **KPI** - Key performance indicators
- **NDA** - Non-disclosure agreement
- **POS** - Point of sale
- **R&D** - Research and Development
- **ROI** - return on investment
- **SBU** - Strategic Business Unit
- **SME** - Small to Medium Enterprise
- **TBC** - to be confirmed
- **USP** - Unique Selling Proposition/Point
- **VP** - Vice president
- **WC** - week commencing
- **WE** - week ending

Template 8: Really useful words/expressions in e-mail

	<i>Formal E-mail to a client/senior colleague</i>	<i>Semi-formal E-mail to a good colleague</i>	<i>Semi-formal E-mail to a good colleague</i>
1	obtain	get	get hold off/grab
2	requirements	needs	demands
3	'would it be possible to contact me'	'get in touch'	'give me a bell'
4	enquire	ask about	find out
5	verify	check	look at
6	cancel	call off	scrap/drop
7	inform	tell	let you know
8	postpone	delay	put off
9	due to /as a result of	because	since
10	provide	give	
11	request	ask for	
12	resolve	solve	sort out
13	Assistance	help	need a hand/give me a hand

Template 9: First contact e-mail

Dear xxxx

My name is Toby Higson and my company, The Language Partnership, is based in Luxembourg. We are specialists in Business English. We have particular expertise in developing English courses for the manufacturing sector.

What makes us different is that we combine extensive teaching knowledge with business experience. We view a language lesson as a great opportunity to deepen other professional skills, from delivering presentations to managing meetings.

I would welcome the opportunity to meet with you in person and discuss the service we provide and offer a free taster session. I have enclosed a fact sheet and contact presentation for more information about our services. If you have any further questions please don't hesitate to contact me.

Best regards

Toby

Template 10: Organising a meeting

Dear Peter

Thank you for your e-mail dated the 29.03.17. I would welcome the opportunity to meet with you in person. Would you have availability on the week starting the 10 April 2017? I would be available on either the Tuesday, Wednesday or Thursday morning. Please let me know a time convenient to you.

In terms of the structure of the meeting, I would deliver my contact presentation, which is reattached in this email. We would then have the opportunity to talk through any questions you may have. I would envisage the meeting would take a maximum of one hour. I look forward to meeting you and finding out more about your requirements. If you have any further questions please don't hesitate to contact me.

Best regards

Toby