



NEW BUSINESS ENGLISH 5

Lesson 21

The Structure of an Email



LEARNING GOALS

- ◆ The Structure of a Business Email



What would you say?



1. Do you need to write emails at work?
2. How many parts are covered in your emails?
What are they about?



Business Email



Ms Chen writes an email to Gabby to give an update.

To: GabbyLopez@milestone.com

Subject: The Logo Issue of Shield Company

Dear Gabby,


Good afternoon. I am writing to give an update on the logo of Shield Company.

Their production manager brought up some new requirements regarding the logo this morning. I've organized the detailed information in the following online document.

Perhaps you are supposed to modify the logo based on them.

Please let me know what your thoughts are on this. Looking forward to hearing from you.

Kind regards,
Jia Chen



Send

Key Vocabulary

Learn the new words and answer the questions.



logo

(n.) a printed design or symbol that a company or an organization uses as its special sign

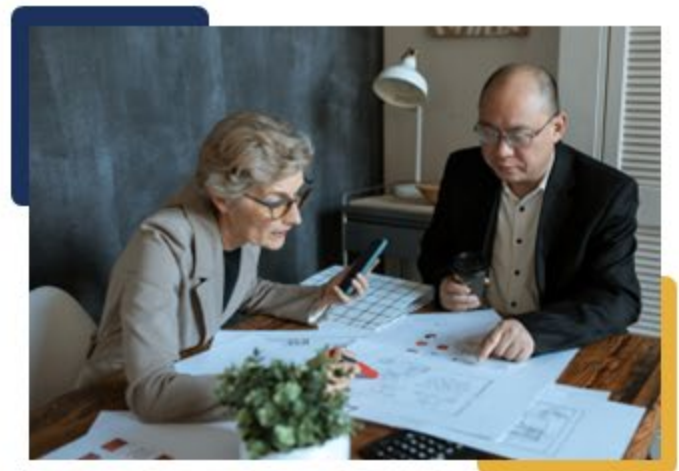
e.g. A good **logo** is quite crucial for an enterprise.



requirement

(n.) something that you need or want

e.g. We are trying our best to meet the client's **requirements**.



modify

(v.) to change something slightly, especially in order to make it more suitable for a particular purpose

e.g. They are discussing how to **modify** the design.

Email Review

Read and answer the questions.

Dear Gabby,

Good afternoon. I am writing to give an update on the **logo** of Shield Company.

Their production manager brought up some new **requirements** regarding the logo this morning. I've organized the detailed information in the following online document. Perhaps you are supposed to **modify** the logo based on them.

Please let me know what your thoughts are on this. Looking forward to hearing from you.

Kind regards,
Jia Chen

∴ The Structure of a Business Email

	Key points	Examples
Part 1	Use an appropriate greeting .	Dear (Sir/ Madam/ xx)
Part 2	Introduce the topic/ purpose .	I am writing regarding .../ I am writing to ...
Part 3	Explain more with brief details .	(Note: State the important information only.)
Part 4	Add a concise requirement or a call to action .	Could you send me ...?/ If you have any concerns, don't hesitate to let me know./ I look forward to your response.
Part 5	Use an appropriate sign-off .	Sincerely, / Regards, / Best regards, (name)



Could you think of more expressions for Part 4?

Learning Goals

Find the expressions for each of the 5 parts of the email.

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Subject: The Logo Issue of Shield Company

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Their production manager brought up some new requirements regarding the logo this morning. I've organized the detailed information in the following online document. Perhaps you are supposed to modify the logo based on them.

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Jia Chen



Send

Greeting

Purpose

Details

Requirement

Sign-off

Writing Practice

Choose the correct expressions to make a complete email.

A: Because of this change

B: Please review and let me know if you will be able to complete your assigned tasks by the new deadline.

C: I am writing this email to tell you the updated deadline for the sales contest project.

D: Sincerely

To: John Roman

Subject: Sales Contest Project Timeline

Dear John,

_____. The new deadline is April 20 instead of April 27.

_____, we have to make adjustments to the timeline to ensure each task of the project is completed by the deadline.

I have attached an updated project timeline proposal. _____
Let me know if there are any questions or concerns.

Monica Lewis



Send

Learn some general tips for writing business emails.

∴ General Tips for Writing Business Emails

- Choose the proper tone based on the recipient.
- Use empathy when writing.
- Make sure your email is necessary.
- Keep your email brief and to the point.

Check your email
from the viewpoint
of the recipient.



How can you make your subject lines interesting to read?

Overview

Keywords:

logo/ requirement/ modify

The Structure of a Business Email

- 1 - Use an appropriate greeting.
- 2 - Introduce the topic/ purpose.
- 3 - Explain more with brief details.
- 4 - Add a concise requirement or a call to action.
- 5 - Use an appropriate sign-off.

*Made by Sensen
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