

A background image showing a group of people's hands stacked together on a wooden table, symbolizing teamwork. The image is partially covered by a yellow and blue geometric overlay.

NEW BUSINESS ENGLISH 5

Lesson 22

Starting an Email



LEARNING GOALS

- ◆ Greeting in Emails
- ◆ Stating the Purpose of Your Email



What would you say?

Scenario: Imagine you are writing an email to your boss.
How would you start your email?



— ×

To: boss@email.com

Subject:

...

 Send

Business Email

▶ Kenzo writes an email to Jordan to ask a client's updated information.

To: jordanbrett@milestone.com

Subject: Client Information

Hi Jordan,

How's it going? I hope all is well. I am writing to you about the client's information. Could you give me the full details?

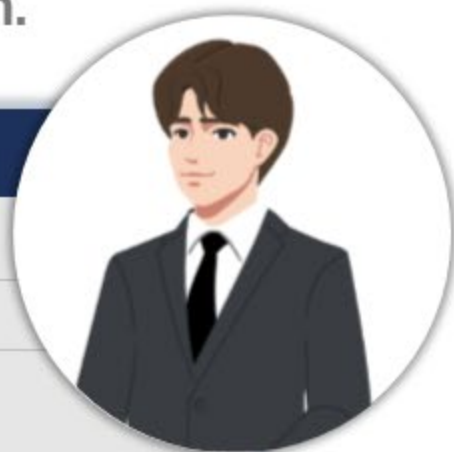
Please get back to me with the information as soon as possible.

Thanks,

Kenzo



Send



Business Email



Kenzo writes an email to a client to ask for updated information.



To: entertainment@email.com

Subject: Client Information Update

Dear Mr. Wilson:

I am writing regarding your information update. I have been notified that there will be alterations to the information you have provided. However, I have not received any updates from your office. I would like to ask what information you would like to change so that we can start the project right away.

Hoping for your immediate response.

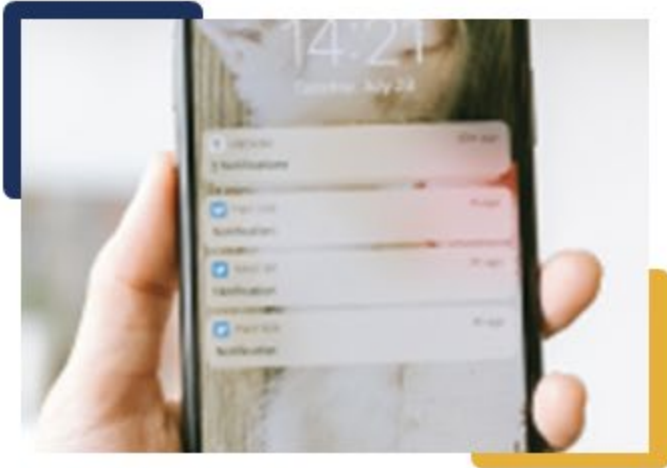
Sincerely,
Kenzo Hara



Send

Key Vocabulary

Learn the new words and answer the questions.



notify

(v.) to inform about something

e.g. My phone **notifies** me whenever I receive important messages.



alteration

(n.) a change or modification in something

e.g. There were many **alterations** made to the plans.



immediate

(adj.) happening right away or instant

e.g. They offer **immediate** deliveries for those who are in a hurry.

Email Review

Read and answer the questions.



Kenzo writes an email to a client to ask for updated information.

Dear Mr. Wilson:

I am writing regarding your information update. I have been **notified** that there will be **alterations** to the information you have provided. However, I have not received any updates from your office. I would like to ask what information you would like to change so that we can start the project right away.

Hoping for your **immediate** response.

Sincerely,
Kenzo Hara

Let's check the learning goal!



Kenzo writes an email to a client to ask for updated information.

Dear Mr. Wilson:



1. Greeting in Emails

I am writing regarding your information update. I have been **notified** that there will be **alterations** to the information you have provided. However, I have not received any updates from your office. I would like to ask what information you would like to change so that we can start the project right away.

Hoping for your **immediate** response.



2. Stating the Purpose of Your Email

Sincerely,
Kenzo Hara

Learning Goals

Learn the key expressions.

.:: Greetings

Greetings depend on whether (1) the email is formal or informal and (2) your relationship with the recipient.

	FORMAL	INFORMAL
When you know the recipient's name	➤ Dear Mr./ Ms./ Mrs. + (last name) :	➤ Dear + (first name) , ➤ Hi/ Hello + (first name) ,
When you don't know the recipient's name	➤ Dear Sir or Madam:	—
When you are writing to a department or team	➤ To whom it may concern:	➤ Dear Team, ➤ Hi/ Hello Everyone,



How would you greet a client by email?

Learning Goals

Learn the key expressions and sentence structures.

∴ Stating the Purpose of your Email

- I am writing regarding the + **(noun)**...
- I am writing to + **(verb/ purpose)**...
- I am contacting you to + **(verb/ purpose)**...

Example Sentences:

- I am writing regarding the changes of the event schedule.
- I am writing to ask about your latest services.
- I am contacting you to inform about your business trip next week.

Common Email Purposes

- to inform
- to ask/ enquire
- to request
- to clarify
- to complain



How would you state the purpose of your email if you wanted to ask for a change in your work schedule?

Writing Practice

Write a draft email.

Scenario: You were asked by your manager to contact the Graphic Design Department to have some photos edited. Write the appropriate email greeting and purpose.

Greeting

①

Purpose

②



— ×

To: graphicdesign.dept@email.com

Subject: Photo Editing for Pizzeria Ad

Learn some tips to make an effective subject line.

...: Do Subject Lines Matter?

47% of email recipients open their email based on the subject line.



69% of email recipients report email as spam based on the subject line.



Tips for Effective Subject Lines:

- ✓ Keep it brief. Between 30 and 50 characters.
- ✓ Have fun. Write conversationally and creatively.
- ✓ Ask a question to catch attention.
- ✗ Don't use weird spacing, excess amount of punctuation or caps, and special fonts to avoid making your email look like spam.



How can you make your subject lines interesting to read?

Overview

Keywords and expressions:

notify/ alteration/ immediate

Dear Mr./ Ms. + (last name):

To whom it may concern:

Hi/ Hello + (first name),

Dear Team,

I am writing regarding the...

I am writing to + (verb/ purpose)...

I am contacting you to + (verb/ purpose)...

*Made by Vheena
Proofread by Leras*

