**E-MAIL TERMINOLOGIES – TIPS**

1. **REPUTATION**

The e-mail you write is a window to your organisation, its image and its reputation.

1. **NO PRIVACY**

You never know who else might read your e-mail. Beware of what you say.

1. **LEGAL SECURITY**

Your email could end up on display – the courtroom, newspapers or competitors.

1. **RESPECT**

Your tone cannot be heard in an email – choose your words carefully.

Don’t shoot the messenger.

1. **SUBJECT**

No subject at all is better than an ambiguous or an irrelevant one.

1. **SALUTATIONS**

Start with “Dear….” – it says no more than simple respect.

Finish with “Best regards” “Kind regards” or “Regards” and not BR.

1. **TO THE POINT**

Be concise. Be clear. Shorter sentences. Break ideas with paragraphs.

1. **BOLD – CAPITAL**

Use of these features in an email means you are angry / shouting.

Place the most important information on the top so it’s read first.

1. **C.C. and C.C.C.**

Write or respond only to those who must know.

Ensure you don’t embarrass the original writer when FORWARDING.

1. **DOUBLE CHECK**

Re- read and check your email before you hit **Send.**

**E-MAIL TERMINOLOGIES – EXAMPLES**

|  |  |
| --- | --- |
| Formal  Formal  Semi-formal  Informal  Product/idea  Service/idea | **INTRODUCING SELF / COMPANY**   * May I take a moment of your time to introduce myself. I am the TITLE at ABC. * By way of introduction, I am the TITLE at XYZ, an Israeli company specializing in… * Mr X of XYZ has suggested that I write to you and introduce myself * The purpose of this e-mail is to introduce myself. I am the TITLE… * This in an introduction to….. That, I believe, will advance/assist/propel your company’s… * Allow me to introduce you to PRODUCT/SERVICE which will no doubt be of interest to your shareholders... |
| Semi-formal  Semi-formal  Semi-Formal  Informal  Semi-formal  Formal | **NEW E-MAIL/TOPIC**   * This note/e-mail is in reference to… * The following is in relation to…. * The purpose of this e-mail is to inform/advise/introduce/.. * The reason I am writing to you is to advise you/to let you know/to inform you of… * May I bring your attention to a situation/an incident/ an opportunity… * We are writing to advise/inform/suggest to you… |
| Friendly  Friendly  Semi-Formal  Semi-Formal  Semi-Formal  Semi-Formal  Semi-Formal  Semi-Formal | **RESPONDING**   * I trust this note/e-mail finds you well (and in good spirits). * I hope all is well at your end. * Your e-mail of…. is greatly/highly/most appreciated * Thank you for your letter/e-mail/message of DD/MM/YY regarding … * Regarding your e-mail of DD/MM/YY * In response/reference to your email of DD/MM/YY … I would like to advise/let you know that * Thank you / thank you so much for your prompt response… * Your kind response/advice/… is most welcome/appreciated/.. |
| General  General  General  Formal | **FOLLOWING…**   * Following our meeting/teleconference/conversation, I/we would like to .. * Following on from our last … * Further to your recent… * Subsequent to our meeting/your e-mail of/our earlier discussion |
| Formal  Formal  Informal  Semi-formal | **ACKNOWLEDGING / HOLDING RESPONSE**   * I/We acknowledge receipt of your correspondence/e-mail dated DD/MM/YY regarding … * Your e-mail of DD/MM/YY is acknowledged. * I am looking into (investigating) this matter /your enquiry/the problem and as soon as the information is to hand, I will write to/inform/advise you. * Apologies for the time it is taking to address/resolve/finalise this matter and as soon as I have more details, I will write to/inform/advise you. |
| Informal  Formal  Semi-formal  Semi-Formal | **GOOD NEWS**   * I am happy/delighted to inform you/let you know/advise you that… * It is with great pleasure that I can inform you/let you know/advise you that * May I share with you the good news regarding …. * I am glad to inform you that the issue/problem/fault has been rectified/fixed/addressed and .. |
| Semi-formal  Semi-Formal  Informal  Formal | **BAD NEWS**   * This note is to let you know that (regrettably) we have not managed to locate the problem as yet * Unfortunately, your message was not received and.. * I am sorry to advise you that we made a mistake and * My sincere apologies for the misunderstanding and any inconvenience this may have caused |
| Formal  Informal  Semi formal  Formal | **CONFIRMATION**   * This is to confirm our discussion / meeting / conversation/ agreement regarding… * Just a note to confirm your request / meeting / conversation in regards to… * We are pleased to confirm that… * We take this opportunity to confirm… |
| Formal  Informal  Formal  Formal  Semi-Formal  Informal  Semi-formal  Formal  Formal  Semi-formal  Semi-formal  Semi/Informal | **THANKING**   * I/We sincerely appreciate/thank you for… * Thank you for taking the time to… * I/We greatly appreciate your.. / The… * On behalf of…., I take this opportunity to thank you for * Just a note /of appreciation for the… /to thank you for… * May I/We thank you for… / I’d like to thank you for.. * I/We are truly grateful for… * I/We are thankful to you for… * Your assistance/help is so very much appreciated. * I/We take this opportunity to thank you for… * It was good to meet you /receive your e-mail of… * It was most enjoyable to catch up with you the other day… |
| General  General  Semi-Formal  Informal  Formal  Formal | **EMPHASIS**   * It is important to emphasise/ note that… * It’s worthwhile noting that this matter is rather urgent/pressing/important/ * May I/We bring to your attention the importance/urgency/significance/ of… * Please note that… * Your attention to… is critical. * I/We cannot emphasise strongly enough the importance/urgency/significance/ of |
| General  General  Formal  General | **SUGGESTION**   * May I/we suggest that… * I/we would recommend that… * Notwithstanding the above, it would be preferable… * One of the options open to us is to… |
| +adjectives  Semi/Formal  Semi/Formal  Semi/Formal  Semi/Formal  Semi/Formal  Semi/Formal  Semi/Formal  Semi/Formal  Semi/Formal  Semi/Formal  Semi/Formal  Semi/Formal  Semi/Formal  Semi/Formal  Semi/Formal | **APOLOGIES**   * very, so, terribly, extremely, sincerely…SORRY * Allow me/us to sincerely apologise for the inconvenience this has caused… * I/We regret the inconvenience this has caused * I/We take this opportunity to express my/our regret/apology for…. * I trust you can accept my/our apology for… * It is most unfortunate that this situation has come up… * Please accept my sincere/sincerest apologies for... * I/We would like to express my sincere/deepest regret about.. * I am/We are really sorry for.. * I/We humbly apologise for.. * Mistakes do happen, but I sincerely wish this one hadn’t. So please accept my … * I/We must apologize for… * I/We realize the (unfortunate) mistake/error and as such hope you can accept our apology * My/Our humble apology/regret for… * On behalf of the… team and myself, please accept this apology for… |
| Semi-formal  Informal  Informal  Semi-formal  Informal | **ASKING rather than TELLING**   * Would Thursday be a convenient time to meet? (~~Lets’ meet on Thursday~~) * Could we (please) do this rather than that? (~~I would like to do this~~) * Is it possible to bring forward the conference date to .. ?(~~Let’s bring the conference …)~~ * Would it be possible for / Could you change the …?(~~I want you to change the~~ ) * Please let me know whether we can …? ~~(I want to know whether we can~~ …) |
| General  General  General  Formal  Semi-Formal | **URGENCY**   * Please assist us with resolving this issue as a matter of urgency. * We are attending to this as a matter of priority. * 6We are doing our best/outmost to hasten/address/deal with/prepare the… * We kindly request your earliest response. * This matter is rather pressing and your earliest attention is appreciated. |
| Semi-formal  Semi-formal  Semi-formal  Semi-formal  Semi-formal  Semi-formal | **PASSIVE versus ACTIVE**   * Unfortunately, the wrong report was sent/has been received (~~you sent the wrong report~~) * It appears that the incorrect data was forwarded to me/us (~~you sent the wrong data~~) * I believe that the incorrect calculation was applied to …(~~You applied the wrong calculated~~) * I am afraid that the incorrect price was quoted. (~~You quoted the wrong price~~) * I believe a mistake has been made … (~~you made a mistake~~) * An error may have been made in this …. (~~Your people made an error~~) |
| Semi-Formal  Informal  Formal  Semi-Formal | **AGREEMENT**   * I **tend** to agree with your/this strategy/opinion/direction * I **fully/totally/completely** agree with … * I am **supportive** of your efforts to … fit * I **support** your decision … |
| General  General  General  General  General | **OPTIONS**   * On the one hand, we could do this and alternatively we could do… * We have two/three options. One is to do this or we could do that * There are several/a few/a number of alternatives/options. One would be to do this and the other is to do that * We have two/three choices, one of which is to do this and the other is to .. * We have no option but to do this the following way; |
| Semi-formal  Formal  Semi-Formal  Informal  Informal  Formal  Semi-Formal  Formal | **REQUESTING**   * Could you please send … * Could you be so kind and forward … * May I ask you to supply … * Would you mind sending the … * Could I (please) trouble you to speak with … * Would it be possible for you to arrange … * I would really appreciate it if you could do this for me * Your assistance in providing us with … would be highly appreciated. |
| Semi-Formal  Semi-Formal  Semi-Formal  Semi-Formal | **REFUSING**   * It is unfortunately difficult/impossible for me/us to accept … * Unfortunately, I am/We are unable to proceed on this basis * As much as I/We would like to …., I/We are unable. * Unfortunately, we must decline your offer… |
| Semi-Formal  Semi-Formal  Semi-Formal  Semi-Formal  Semi-Formal  Semi-Formal | **EMPATHY**   * I was most concerned to receive this email regarding the delay/failure/mistake * It goes without saying that this is unacceptable… * I can empathize with your anger/concern regarding… * I fully appreciate your point and agree that this is … * I fully/completely identify with your sentiments/thoughts on this matter * I share your frustration that this has not yet been resolved.. |
| Formal  Formal  Semi-Formal  Semi-Formal  Semi-Formal  Semi-Formal  Semi-Formal  Semi-Formal  Semi-Formal  Semi-Formal  Semi-Formal | **ENDING**   * As always, should you require further assistance/information… please contact me directly * I/We trust this information/explanation is satisfactory * Please do not hesitate to contact me at any time .../ Please feel free to call at any time * I/We look forward to hearing from you in due course/as soon as possible * I am looking forward to your (earliest) response/reply * Thank you for taking the time to evaluate the above information … * In closing, may I suggest that we meet briefly to explore mutually beneficial opportunities … * I/We would appreciate it very much if you could get back to me via e-mail or contact me on … * In conclusion, let me say how appreciative we are … * Many thanks for your consideration in this matter/Thanks in advance for your support/understanding * I/We trust you are able to assist in/take care of/advise regarding this matter. |
| Formal  Semi-Formal  Semi-Formal  Personal  Informal | **SALUTATION**   * Yours sincerely / Yours faithfully/Respectfully yours Dear Sir/Madam, * Yours truly Dear Mr, Mrs Ms, Miss Brown, * Best Regards / Kind regards Dear Tom, * Warm regards Hello Tom, * Regards Hi Tom, all, |

***Sample e-mails using a few of the expressions above:***

*Subject: System Status Report*

*Dear Sam,*

*I trust this e-mail finds you well.*

*Please accept my apologies for the delay in responding to your request for a Status Report. Now that all the information is to hand, I am able to advise you as follows:*

* *Phase 1 of the project has been successfully completed and signed-off by our QA staff. However, the release of this phase depends on a payment of $100,000, yet to be received by our office. Your attention to this matter at your earliest convenience will be much appreciated.*
* *Following on from our analysis of Phase 2, I am pleased to confirm that there is no price variation to the initial quotation. I should emphasise nonetheless that your sign-off on the specification is outstanding and kindly ask you to address this as a matter of urgency in order for us to be able to meet the tight schedule.*
* *With regard to Phase 3 and your related comments below, we tend to agree with your views on the milestones. In so far as the deadlines are concerned, there are two possible options, as detailed in the attached Business Analyst’s report. Please peruse and advise us of your decision as a matter of priority.*
* *I am informed that the incorrect data file was sent to us, probably in error and ask you kindly to resend Version V2 by close of day, Monday 15th June in order to avoid any delays. Much appreciated.*

*I take this opportunity to express my deepest appreciation for the exceptional hosting of our Chief Engineer George when he last visited your site. I am given to understand that his stay was not only productive, but also most enjoyable.*

*I sense that we are making great headways with this project and appreciate the effort invested by you and your team. As always, should you have any queries regarding the above, please contact me directly.*

*Yours truly,*