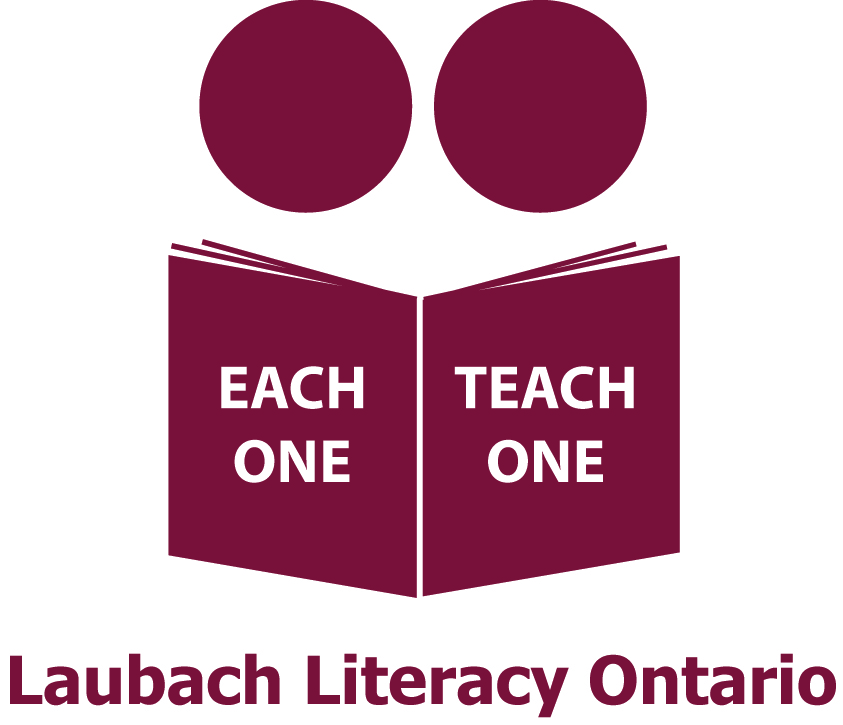
Email in the Workplace

Instructor Guide



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## Introduction

The modern workplace is fast-paced. While some forms and documents must still be sent using the traditional paper mail system, often it is much easier to correspond via electronic mail (or simply, email). While a very useful tool, good, professional, emails can be challenging to write.

In this section you will:

* Identify the differences between a professional email and a personal email
* Learn and apply the five steps to writing an effective formal email

## Part A: What makes a professional email?

Lesson

Differences between a personal and professional email:

1. Manner of address
   1. Professional - the reader is referred to by their proper title
   2. Personal - the reader and writer are on a first name basis
2. Tone
   1. Professional - the message is written in a respectful/neutral tone, nothing is said that could be offensive in any way to the reader
   2. Personal - the message may portray a tone of excitement, anger, frustration, etc.
3. Content
   1. Professional - the content of the message is entirely work-related
   2. Personal - the message may make reference to non work-related topics, such as personal opinions or events outside of the workplace
4. Grammar/Spelling/Slang
   1. Professional - the message is written in proper English, with no spelling or grammar mistakes
   2. Personal - the message may contain slang and/or doesn't follow proper writing conventions

Activities

**Activity 1** - Identify the differences between these two emails in the table below. Identify what type of correspondence each email is facilitating. (Example emails in slide and workbook)

|  |  |  |
| --- | --- | --- |
|  | Email #1 | Email #2 |
| grammar |  |  |
| spelling |  |  |
| slang |  |  |
| manner of address |  |  |
| content |  |  |
| tone |  |  |
| **type of email (personal or professional)** |  |  |

**Activity 2** - Proofread the following email. Underline spelling/grammar mistakes, circle any slang words, and make suggestions on how the email could be better written. (Example email on slide and workbook)

## Part B: Writing a professional email

Lesson

5 steps to writing an effective formal email:

1. Begin with a greeting
   1. Always open your email with a greeting (e.g. "Dear Ms. Harris")
   2. When writing someone you don't know an email for the first time, address the person by his or her full name with an appropriate title.
   3. If you do not know whom you are writing to (i.e. you're writing to a company's public email), use "To whom it may concern" or "Dear Sir/Madam"
2. A: Thank the recipient
   1. If you are replying to an inquiry or someone has replied to one of your emails, begin with a line of thanks (e.g. "Thank you for contacting Company X" or "Thank you for your prompt reply")
   2. Thanking the reader always makes you seem more polite.

B: State your purpose

1. If you are initiating the correspondence, it may not be possible to include a line of thanks.
2. If this is the case, begin instead by stating your purpose for writing the email. (e.g. "I am writing to ask about…" or "I am writing in reference to…").
3. Write the main body of your message
   1. One of the most common mistakes people make is disregarding the 3 previous steps, and jumping into the delivery of your main message.
   2. Keep your sentences short and clear. Remember to pay attention to grammar and spelling.
4. Add final remarks
   1. It's often polite to thank the reader a second time before the end of your email.
   2. Start with a thank-you such as "Thank you for your cooperation" and complete your closing remarks with something like "I look forward to hearing from you"
5. End with a closing
   1. Include an appropriate closing with your name (e.g. "Best regards" or "Sincerely"). Avoid using informal closings such as "Best wishes" or "Your friend".
   2. Use your full name at the bottom of your message.

Activities

**Activity 3** - Order the following sentence blocks to make a comprehensive email.

1 - Dear Mr. Wonka,

2 - I am writing to ask about purchasing lollipops in bulk for resale at my candy store.

3 - I would like to order 10 boxes of 24 lollipops. If you could send me a quote, including the costs of shipping and handling, that would be greatly appreciated.

4 - Thank-you for your time. I look forward to conducting business with you.

5 -

Best Regards,

**Ellen Downdy**

Owner/Co-Founder

Sweet Treats

**Activity 4** - Using the blank space in your workbook, write an email based on the following scenario.

**Activity 5** - Technology Application

1. Split into pairs.
2. In your pairs make up a scenario similar to the one in Activity 4.
3. Log into your email account.
4. Have Partner A write and send a professional email about the scenario to Partner B.
5. Have Partner B write a formal reply and send it to Partner A.
6. Reread both emails as a pair and reflect. What was done well? What could have been improved?