



BUSINESS SKILLS

LESSON 5: EMAILING

OPENING AND CLOSING AN EMAIL

**AIM OF THE LESSON:
TO LEARN HOW TO OPEN AND CLOSE AN EMAIL**



Version without a key.



READING

- READ THE TEXT and match the headings with the paragraphs.

NB.	Headings:
	Only check email at certain times.
	Scan for action steps and deadlines.
	Send concise replies.
	Make sure those times aren't when you are most productive!
	Take action immediately
	Delete liberally.

I'm now back from Spain and have spent the last week trying to catch up on email, contacts, client relationships, and everything else that I put on hold for my vacation. Getting away was great – and I made sure not to do any work on the trip – but coming home to an inbox filled with thousands of messages was not fun.

While I love the instant access to virtually anyone that email provides, that instant access can be a huge drain on my productivity – especially when 80% of the email I receive is not urgent, doesn't require a response, or never seems to get to the point.

If you're struggling to manage your email, here are seven tips to help.

1. _____ While it's **tempting** to leave your email program open at all times, that's a huge productivity killer. You don't need to check every email the second it comes in, **thus** interrupting whatever task you were doing. Instead, **set aside** 20-30 minute blocks of time two or three times per day to check email. If this type of non-responsiveness makes you nervous, create an autoresponder that states the specific times you check email, when the sender can expect a response, and what to do if they have an urgent need.
2. _____ While it's tempting to check your email first thing in the morning, this isn't always the most productive. Instead, Brian Tracy suggests in his book, Eat That Frog, that you should look over your to-do list and find the biggest task that will **yield** the most positive benefits if you complete it now – and do that first thing in the morning rather than start off the day with email. Your email can wait. Use your most productive times to work on the stuff that matters most.

3. You can delete a considerable portion of your email before you even open it just by checking out the sender and subject. Scan both, and then ask yourself “Do I really have to read this today?” If the answer is no, hit delete. Don’t keep it around in hopes of reading it later – it will probably just sit in your inbox unopened.
4. _____ Much of the email we receive can be classified as junk mail or notifications and doesn’t require action on our part. Look for email that does require a specific action that must be done within the next week or two and set these email aside. These should be your top priority.
5. _____ If the email requires you to take action and you can do that action in less than two minutes, do it now rather than putting it off. It’s better to get things done quickly than to put them off until you prioritize everything. For action steps that will take longer, move the email to a prioritized folder so you can easily find it along with all the other action-oriented emails. Searching for buried email lost in a sea of unimportant email is a huge time waster.
6. _____ When you respond, keep it as short and to-the-point as possible. Start off by summarizing the key point you are responding to and add your reply, so your recipients understand your response in context. For instance: “You asked if I can attend a meeting on Monday, June 16 at 3PM. Unfortunately, I’m not available until 4PM. If that doesn’t work for you, I can also meet Tuesday morning.” You don’t need to write a book here. Limit yourself to a few sentences at most – or better yet, if you can answer the question in the subject line, do so.

Time is your greatest asset, and learning to manage your email effectively can really give your productivity a boost.



NOW ANSWER THE QUESTIONS BELOW.

1. How often during your work day do you check your mail box? Do you follow the rule mentioned in 1st paragraph or do you check your emails every time they come in?
2. What is the most productive time of the day for you? Do you check your mail box then?
3. Do you follow the rule mentioned in paragraph 3? If not, why?
4. Do you often put off answering emails that should be actioned immediately?
5. How concise are your email replies?
6. Do you find the rules described in the text useful or not? If yes, why? / If not, why?



Now - once you know how to deal with your emails, let's see if you know how to write a formal email.

- **WARM UP** - Decide which phrases are formal, neutral or informal. Put a tick in a proper column.

Phrases:	FORMAL	INFORMAL	NEUTRAL
Dear Mr /Mrs / Ms Smith			
Dear Sarah			
Hello			
Hi John			
Best regards			
I am looking forward to hearing from you			
Yours sincerely			
Bye			
All the best			
Look forward to seeing you			
Bye for now			
Give my regards to			
Regards			
Warm (-est) regards			

■ EXERCISE 1 – USEFUL PHRASES



Order the phrases into a proper column. Put a tick in a proper column.

Phrases:	OPENING AN EMAIL	CLOSING AN EMAIL	REFERING TO PREVIOUS CONTACT
Dear Sir or Madam			
In reply to your last email			
I am looking forward to hearing from you			
Best regards			
Yours sincerely			
Regards			
Thank you for your help			
With reference to your last email			
With reference to your email sent			
Please don't hesitate to contact me if you have any further questions			
Please let me know if you need any further information			
Kind regards			
Please feel free to contact us if you have any questions			
Thank you for your email of ...			
Further to your last email			
Dear Mr Clark,			
If you require any further assistance, please contact me on			

■ EXERCISE 2 – USEFUL PHRASES



Match the beginnings with the endings.

BEGINNINGS		ENDINGS	
1.	Dear Mr Turner, in reply to your email regarding your application, I am sorry to inform you ...	A.	Please let me know if the payment is on your account. Yours sincerely, Tom Blake
2.	Dear Susan, thank you for your email of 3 rd May. We apologize for the delay in our payment.	B.	If you have any further questions, please feel free to contact me. Best regards, Margaret Wilson
3.	Dear Mrs White, thank you for your request. I am pleased to send you more detailed information on our product.	C.	Thank you in advance for your help. Regards, Jeff
4.	Dear Robert, I can't log on to our system...	D.	Thank you for applying ...

■ EXERCISE 3 – USEFUL PHRASES



Read the subjects of the emails and write an opening for each email.

➔ Email number 1 – subject: Request for proposal - answer

➔ Email number 2 – subject: Late delivery - answer

[Empty light blue box for writing the answer to Email number 2]

➔ Email number 3 – subject: A complaint - answer

[Empty light blue box for writing the answer to Email number 3]

➔ Email number 4 – subject: Request for more information

[Empty light blue box for writing the answer to Email number 4]

■ EXERCISE 4 – USEFUL PHRASES



Rewrite the sentences and put the words in the correct order.

1. I / as / possible / as / this / information / look / forward / receiving / to / soon

2. Should / any / further / about / products, / our / you / need / information / we / to / assist / will / happy / be / more than / you

3. I / email / writing / regard / to / am / with / your / recent

4. Please / hesitate / to / contact / don't / us, / any / further / in case / questions / of

5. Please / free / me, / contact / feel / to / if / need / further / you / assistance

6. Thank / your / email / on / 7th July / sent / on / you / for

7. With / to / last / reference / your / email. / I am / to provide / writing / you / more / with / information.
