

HOW TO WRITE A PROFESSIONAL EMAIL

Tips and Tricks to making your
emails work appropriate!

PERSONAL V. PROFESSIONAL EMAILS

Personal

- ❖ Informal
- ❖ Between friends and family
- ❖ Informal language
 - ❖ Slang
 - ❖ Emojis



Professional

- ❖ Formal
- ❖ Between business professionals
 - ❖ Peer to peer, subordinate to boss, client to business, etc.
- ❖ Formal Language



SUBJECT LINE

- ❖ First thing the recipient will see
- ❖ Needs to be succinct!
- ❖ Clear and informative

❖ Examples:

- ❖ “Meeting on Monday?”
- ❖ “Follow up re. presentation”
- ❖ “Question regarding status of visa”

❖ Emails to ICLS

- ❖ When emailing ICLS, please include your FULL NAME and SEVIS number in the subject as well



From	mhenderson@icls.edu
To	Ula Marshall
Cc	
Bcc	
Subject	Questions re. DS 2019 Form



GREETING



❖ Always start with a greeting!

❖ Professional greeting examples:

- ❖ Good Morning ____, Good Afternoon ____, Good Evening ____,
- ❖ Dear ____,
- ❖ Hello ____,
- ❖ Hi ____,

❖ Unprofessional greeting examples:

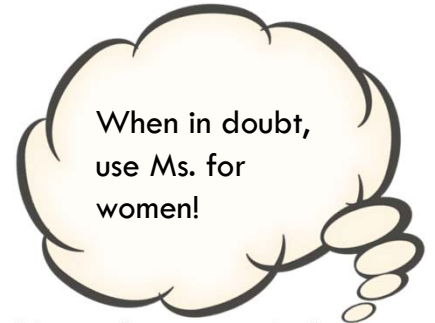
- ❖ Hey
- ❖ What's up?

Send	From	mhenderson@icls.edu
	To...	<u>Ula Marshall</u>
	CC...	
	Bcc...	
Subject		Questions re. DS 2019 Form

Good Morning Ula,



DETERMINING NAME(S) AND TITLES



In English speaking countries, people usually have 2-3 names: first, middle, and last (family name). In informal and formal settings, the first name is used to address someone.

Example: Meredith Olivia Henderson

First name: Meredith

Middle Name: Olivia

Last (Family) Name: Henderson

Titles for people in English depend largely on marital status. It is more respectful, and much more formal, to utilize them in email correspondence.

Married Woman	Unmarried Woman	Man (regardless of marital status)
<ul style="list-style-type: none">• Mrs. + Last Name• ex: Mrs. Henderson	<ul style="list-style-type: none">• Miss + Last Name• Ms. + Last Name• ex: Ms. Henderson	<ul style="list-style-type: none">• Mr. + Last Name• Ex: Mr. Henderson

Unless you are speaking very formally, or speaking to someone you know is much older than you are, titles are seldom used in email correspondence.

GREETINGS — NAMES AND SEX



Know
Person/Sex

Greeting + first
name

Greeting + title
+ last name

Know Person
Sex Unknown

Greeting +
first name

Unknown
Person

“To Whom It
May Concern,”

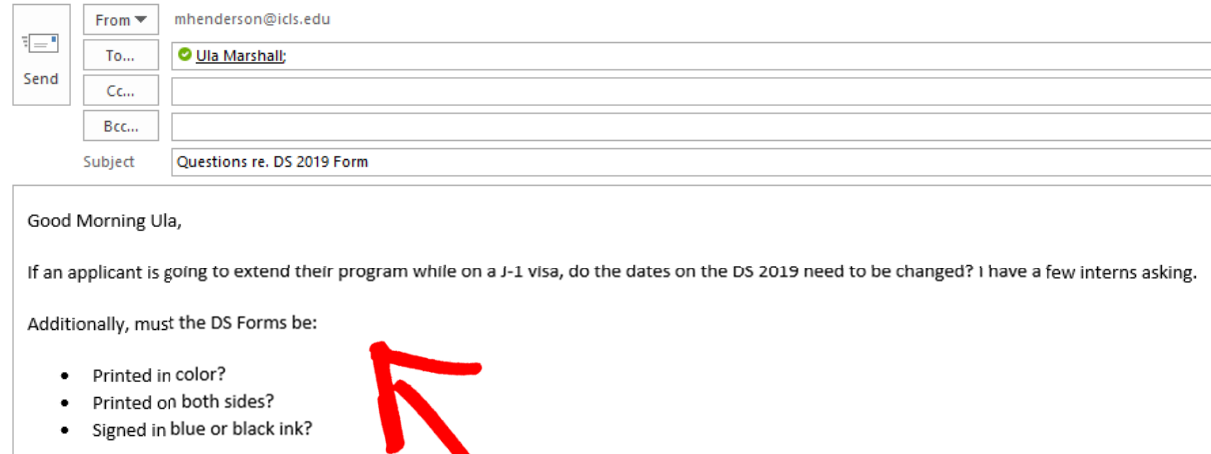
“Dear English
Department,”

BREVITY

Most of the time, emails do not have to be paragraphs and paragraphs long. Succinct, to the point emails are appreciated in American workplaces!

It is not necessary to inquire as to how someone is or make small talk unless you genuinely want to know.

- ❖ Avoid long, complicated sentences
- ❖ Don't write several long paragraphs
- ❖ Use bullet points for important details/lists



CLOSING

Bye-Bye



- ❖ Should be friendly, polite, and professional
- ❖ Should be kept succinct as well

Examples:

- ❖ Best wishes,
- ❖ Best,
- ❖ Sincerely,
- ❖ Thank you,

- ❖ Don't forget your first name!

From	mhenderson@icls.edu
To...	Ula Marshall
Cc...	
Bcc...	
Subject	Questions re. DS 2019 Form

Good Morning Ula,

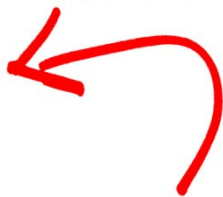
If an applicant is going to extend their program while on a J-1 visa, do the dates on the DS 2019 need to be changed? I have a few interns asking.

Additionally, must the DS Forms be:

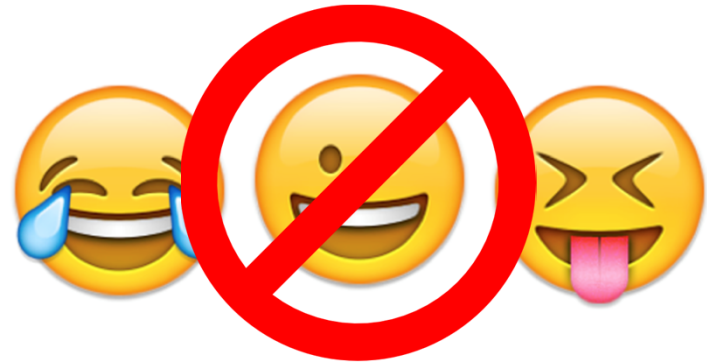
- Printed in color?
- Printed on both sides?
- Signed in blue or black ink?

Thank you,

Meredith



CAUTION!



- ❖ Avoid using ALL CAPITAL LETTERS – it feels as if you’re shouting, and looks quite unprofessional.

- ❖ No emojis! The professional setting in which emojis are appropriate does not exist.

- ❖ Abbreviations and “text talk” are not appropriate, and should largely be avoided

 - ❖ ex: LOL, thx, gr8

 - ❖ EXCEPTIONS: ASAP, POC (point of contact), RSVP, COB (close of business)

- ❖ Avoid using multiple punctuation marks:

 - ❖ “Can you help me?????”

 - ❖ “Thanks!!!!!!!!!”

PROOFREAD YOUR EMAIL

Be sure to always proofread your email, no matter how short, to check for mistakes. In professional emails, things like grammar, spelling, and punctuation matter!

Common issues:

- ❖ All lowercase or all capital letters
- ❖ Incorrect capitalization for sentences and proper nouns
- ❖ Improperly used articles, prepositions, and verb tenses
- ❖ Spelling errors

Some helpful ways of proofreading are:

- ❖ Read your email out loud
- ❖ Have a friend/colleague review your email
- ❖ Utilize a plugin such as Grammarly



CONTACT INFORMATION

Make sure you include your contact information at the end of your email!

Consider creating a signature that has your full name, phone number, company website (if applicable), and/or Skype address.

Most companies have a signature template that you must use. But for personal use, consider making one as well.

Please make sure your email address uses English characters – consider creating a Gmail account for emails in English.

