

LEARNING GOALS

The Structure of a Business Email



What would you say?





Business Email



Ms Chen writes an email to Gabby to give an update.



Key Vocabulary

Learn the new words and answer the questions.



logo

(n.) a printed design or symbol that a company or an organization uses as its special sign

e.g. A good logo is quite crucial for an enterprise.



requirement

(n.) something that you need or want

e.g. We are trying our best to meet the client's requirements.



modify

(v.) to change something slightly, especially in order to make it more suitable for a particular purpose

e.g. They are discussing how to modify the design.



Email Review

Read and answer the questions.

Dear Gabby,

Good afternoon. I am writing to give an update on the logo of Shield Company.

Their production manager brought up some new requirements regarding the logo this morning. I've organized the detailed information in the following online document. Perhaps you are supposed to modify the logo based on them.

Please let me know what your thoughts are on this. Looking forward to hearing from you.

Kind regards, Jia Chen



Learning Goals

Learn the key expressions.

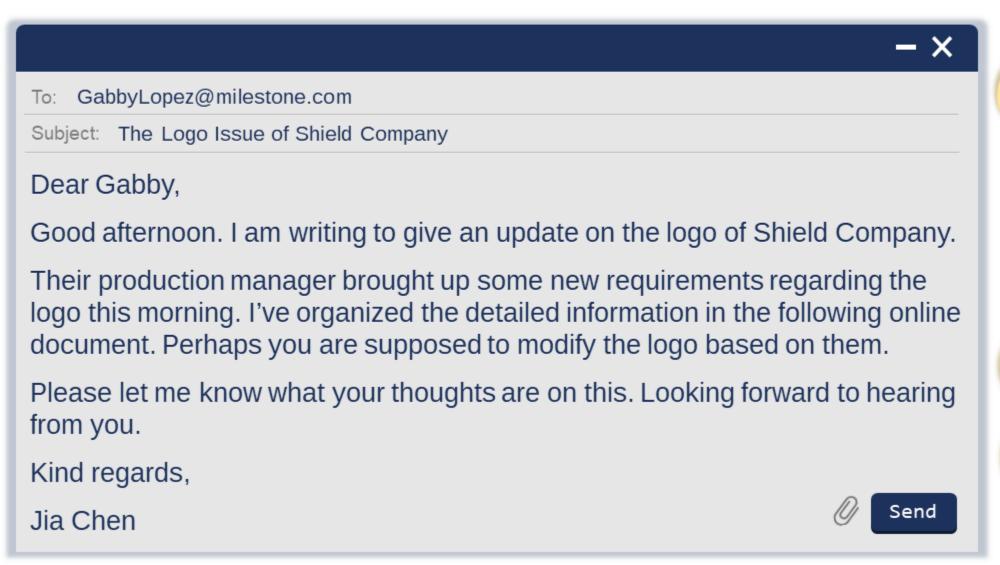
.:: The Structure of a Business Email

	Key points	Examples
Part 1	Use an appropriate greeting .	Dear (Sir/ Madam/ xx)
Part 2	Introduce the topic/ purpose.	I am writing regarding/ I am writing to
Part 3	Explain more with brief details.	(Note: State the important information only.)
Part 4	Add a concise requirement or a call to action.	Could you send me?/ If you have any concerns, don't hesitate to let me know./ I look forward to your response.
Part 5	Use an appropriate sign-off.	Sincerely, / Regards, / Best regards, (name)



Learning Goals

Find the expressions for each of the 5 parts of the email.



Greeting **Purpose Details** Requirement Sign-off

Writing Practice

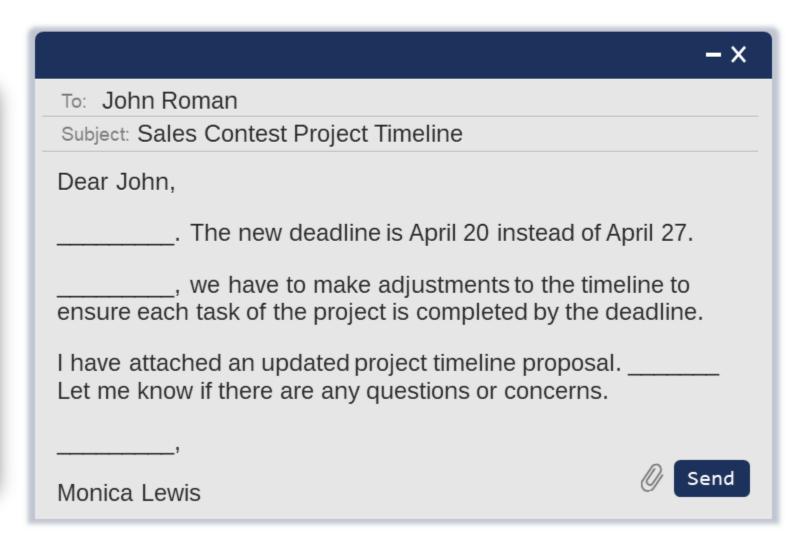
Choose the correct expressions to make a complete email.

A: Because of this change

B: Please review and let me know if you will be able to complete your assigned tasks by the new deadline.

C: I am writing this email to tell you the updated deadline for the sales contest project.

D: Sincerely



Coffee Break

Learn some general tips for writing business emails.

.:: General Tips for Writing Business Emails

- · Choose the proper tone based on the recipient.
- Use empathy when writing.
- Make sure your email is necessary.
- Keep your email brief and to the point.





Overview

Keywords:

logo/ requirement/ modify

The Structure of a Business Email

- 1 Use an appropriate greeting.
- 2 Introduce the topic/purpose.
- 3 Explain more with brief details.
- 4 Add a concise requirement or a call to action.
- 5 Use an appropriate sign-off.

