



# **NEW BUSINESS ENGLISH 5**

## **Lesson 29**

### **Replying to an Email**



# LEARNING GOALS

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- ◆ Acknowledging/ Saying Thanks
- ◆ Encouraging Someone to Reach Out



# What would you say?

**Scenario:** An interested client wants to see a portfolio of the latest products in your company. How would you reply to him?



— ×

To: jeffy@email.com

Subject:

 Send

## Business Email

▶ Jordan Brett writes a reply email to Mr. Shaw.



To: shawwatson@milestone.com

Subject: Cooperation Intention

Attachment: Samples of the Latest ad Designs

Dear Mr. Watson,

Thank you for the email about your interest in our products and services. We truly appreciate your recognition. I have attached some samples of the latest ad designs for you to choose from.

If you have further questions, you may visit our page [milestoneideaswork.com](https://milestoneideaswork.com).  
If you need any additional information, please contact me at 124-646-9983.

We sincerely welcome any inquiries from you for further cooperation.

Best wishes,  
Jordan Brett  
Account Manager



Send



# Key Vocabulary

Learn the new words and answer the questions.



## cooperation

*(n.) the act of working together with someone or doing what they ask you*

e.g. This project was made with the **cooperation** of the team members.



## latest

*(adj.) newest, most recent, or modern*

e.g. The **latest** car is made of high-quality material.



## inquiry

*(n.) the act of asking for information*

e.g. The salesman answers the **inquiries** of the customers.

## Email Review

Read and answer the questions.



*Jordan Brett writes a reply email to Mr. Shaw.*

Dear Mr. Watson,

Thank you for the email about your interest in our products and services. We truly appreciate your recognition. I have attached some samples of the **latest** ad designs for you to choose from.

If you have further questions, you may visit our page [milestoneideaswork.com](https://milestoneideaswork.com). If you need any additional information, please contact me at 124-646-9983.

We sincerely welcome any **inquiries** from you for further cooperation.

Best wishes,  
Jordan Brett  
Account Manager

Let's check the learning goal!



*Jordan Brett writes a reply email to Mr. Shaw.*

Dear Mr. Watson,



**1. Acknowledging/ Saying Thanks**

**Thank you for the email about your interest in our products and services.** We truly appreciate your recognition. I have attached some samples of the latest ad designs for you to choose from.

**If you have further questions, you may visit our page [milestoneideaswork.com](https://milestoneideaswork.com). If you need any additional information, please contact me at 124-646-9983.**

We sincerely welcome any inquiries from you for further cooperation.

Best wishes,  
Jordan Brett  
Account Manager



**2. Encouraging Someone to Reach Out**

# Learning Goals

Learn the key expressions and sentence structures.

## ∴ Acknowledging/ Saying Thanks

- Thank you for your email about...
- Thank you for the information about...
- I sincerely appreciate your time in...

Example sentences:

- Thank you for your email about the latest news on the project.
- Thank you for the information about our ad campaign.
- I sincerely appreciate your time in sending these sample products.

### Other Ways to Say Thanks

- Thank you so much for taking the time to write an email.
- I appreciate the information and advice you have shared.



*How do you acknowledge someone's message?*



# Learning Goals

Learn the key expressions and sentence structures.

## ∴ Encouraging Someone to Reach Out

- If you have further questions,...
- If you need any additional information...
- It would be very helpful if you could send us...

Example sentences:

- If you have further questions, please feel free to contact me at 123456.
- If you need any additional information, you may reply to this email.
- It would be very helpful if you could send us a picture of your defective item.

### Other Ways to Encourage Someone to Reach Out

- I would be interested to receive further details about...
- I would appreciate some information about...



*What can you say to encourage someone?*

# Writing Practice

Write a draft email.

**Scenario:** Mr. Maverick Adison has just sent his application for a feature writer position. Acknowledge his application and ask him to reach out to you via email to answer any further questions.

Acknowledging

①

Encouraging  
to Reach Out

②

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To: authorsdepot@mail.com

Subject: Feature Writer Application

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 Send

Learn some tips for writing an effective email.

### ∴ How to Write an Effective Email



Write a meaningful subject line.



Keep the message focused.



Identify yourself clearly.



Do a final grammar check.



Show respect and restraint.



Respond promptly.



*Which of these tips do you follow when writing an effective email?*



# Overview

## Keywords and expressions:

cooperation/ latest/ inquiry

Thank you for your email about...

Thank you for the information about...

I sincerely appreciate your time for...

Thank you for your email about...

Thank you for the information about...

I sincerely appreciate your time for...

