English for Emails  
Unit 9: Email etiquette

Email dos and don'ts
A lot of people still have problems writing emails. I should know – I receive badly written emails every day! So I hope these suggestions will help.

Rule 1: 
Always check you've got the right name in the 'To' box. And make sure your email only goes to the people who need to read it. Remember that if you reply to all, then everyone will get your email. Does the whole sales team really need to read your email to one person about something unimportant?

Rule 2: 
This sounds obvious, but don't forget to attach them! A word of advice – attach the file you want to send before you start writing. That way, you can't forget to attach it!

Rule 3: 
No. If you write 'CAN YOU LET ME KNOW THIS WEEK?' you are basically shouting at your reader. They will think you are very rude. So just don’t do it.

Rule 4: 
Short emails sometimes sound rude. People won’t read very long emails. Keep emails short, but remember to be polite and friendly, too.

Rule 5: 
This is important, especially if it's a work email. If you make mistakes in your email, people will think you also make mistakes in your work. So always check everything carefully. Ask a colleague to read and check it before you hit 'Send'.

Task 1
Read the article above. Match the headings with the right rule.

1. Rule 1 ________________________
2. Rule 2 ________________________
3. Rule 3 ________________________
4. Rule 4 ________________________
5. Rule 5 ________________________

Task 2
Read the replies Ivan has received to emails he sent yesterday. Which rules from the article did he remember or forget?

1. From: Yoko 
   (yoko.nakahata@aecl.biz) 
   To: Ivan (ivan.dunski@aecl.biz) 
   Subject: RE: Ivan's new proposal
   Hello Ivan, 
   Thanks for your email asking for my thoughts about your proposal. Unfortunately, I can't comment, as you hadn't sent the proposal with your email. Regards, Yoko

   a) Ivan forgot rule 1
   b) Ivan forgot rule 2
   c) Ivan forgot rule 3
   d) Ivan forgot rule 4
   e) Ivan forgot rule 5
2. From: Jackie Brown
   (jackie.brown@aecel.biz)
   To: Ivan (ivan.dunski@aecel.biz)
   Subject: RE: IT request

   Dear Ivan,
   You sent me an IT request. However, I don't work in IT. I think you meant to write to Jack Browning, not me. We both have similar names!
   Best wishes, Jackie Brown

   a) Ivan forgot rule 1
   b) Ivan forgot rule 2
   c) Ivan forgot rule 3
   d) Ivan forgot rule 4
   e) Ivan forgot rule 5

3. From: Zhu Wan (zhu.wan@aecel.biz)
   To: Ivan (ivan.dunski@aecel.biz)
   Subject: RE: Could you check my English?

   Dear Ivan,
   Thank you for your email asking me to check the English in your report before you send it to the Sales Team in our Europe offices. I'll be glad to check it for you. When can you send it to me?
   Best wishes, Zhu Wan

   a) Ivan remembered rule 1
   b) Ivan remembered rule 2
   c) Ivan remembered rule 3
   d) Ivan remembered rule 4
   e) Ivan remembered rule 5

4. From: Cory Bohol
   (cory.bohol@aecel.biz)
   To: Ivan (ivan.dunski@aecel.biz)

   Subject: RE: Business plan

   Hello Ivan,
   Thanks for your long email about your business plan. Unfortunately, it's very long (3 pages of A4) so the director has asked for a short summary. Could you send a shorter version (150-200 words)?
   With thanks, Cory Bohol

   a) Ivan forgot rule 1
   b) Ivan forgot rule 2
   c) Ivan forgot rule 3
   d) Ivan forgot rule 4
   e) Ivan forgot rule 5
Answers

Task 1

1. Rule 1 Who to send the email to
2. Rule 2 Attachments
3. Rule 3 Capital letters
4. Rule 4 Length
5. Rule 5 Proofreading

Task 2

1. b) Ivan forgot rule 2
2. a) Ivan forgot rule 1
3. e) Ivan remembered rule 5
4. d) Ivan forgot rule 4