

How to write Email messages that achieve their targets

You already know how important it is to speak good English in an international working environment.

Writing, just like speaking, is communication.

Expressing yourself well and with the correct level of formality is an important skill.

Business writing should be clear and concise.

During the planning stage, ask yourself a few questions:

Who am I writing this Email to?

Identifying your audience always comes first. Are you writing to more than one person, to someone you don't know, or someone you have known for a long time?

This will determine how formal your communication needs to be.

Why am I writing this letter?

The main reason for the email should be understood from the subject line and first few sentences. Write an effective subject line.

Remember that your subject line is your "Trigger". It should arouse your recipient's curiosity. Brief and specific subject line will do the job, i.e, "Job Offer- Marketing manager".

Identify your goal and what you hope to accomplish.

Are there any specific details I need to include?

Gather any dates, addresses, names, prices, times or other information that you may need to include before you write your letter. Double check details rather than relying on your memory.

Do I require a response?

Before you start writing, determine whether or not you require an action or response from the recipient. Your request or requirement should be very clear. In some cases you may even need to provide a deadline for a response. If you require a response, how should your recipient contact you? Indicate this information clearly. You may want to provide more than one option, such as an email address and a phone number.

Opening salutations

First and foremost, make sure you spell the recipient's name correctly. You should also confirm the gender and proper title. Use Ms. for women and Mr. for men. Under less formal circumstances, or after a long time of correspondence it may be acceptable to address a person by his or her first name. When you don't know the name of a person and cannot find this information out you may write, "To whom it may concern". It is a standard to use the comma after the salutation (the colon is used in North America). Here are some ways to address the recipient:

-Dear Mr Powell

-Dear Ms Mackenzie

-Dear Frederick Hanson

-Dear Sir or Madam

-Dear Sir

-Dear John ...

How can I organize my points logically: body of the letter

First you should introduce yourself, second you should state your concern or reason for writing. The final paragraph should include requests, reminders and notes on enclosures. If necessary your contact information should also be in this paragraph.

Common phrases used to close a business email:

-I look forward to your reply

-Please respond at your earliest convenience

-Should you need any further information, feel free to contact me

-I look forward to hearing from you

-Thank you for taking this into consideration

-I appreciate any feedback you may have

-Enclosed you will find

-Feel free to contact me by phone or email,...

Closing salutations:

- Yours faithfully (if you don't know the name of a person)= Bien à vous
- Yours sincerely (if you know the name of the person)= Bien cordialement
- Yours truly: Je vous prie d'agréer Madame, Monsieur l'expression de mes sentiments distingués
- Regards : Bien à vous
- Kind regards/Best regards : Meilleures salutations
- Warm regards : Meilleures salutations (more familiar, reserved for close friends and family)
- Best wishes: Amicalement
- All the best: Tous mes voeux de réussite/amicalement

Abbreviations used in email writing:

1. **AB** - Action by : Utilisé avec un délai pour informer le destinataire que l'expéditeur a besoin d'une tâche accomplie dans un délai spécifique. Par exemple, "Voici le rapport SEO. AB+2" signifie que l'action est nécessaire dans les deux jours.
2. **AR** - Action required : Indique au destinataire qu'une tâche lui est assignée.
3. **BCC** et **CC** - Blind carbon copy et Carbon copy : Utilisés pour envoyer un message au destinataire principal et à d'autres parties intéressées. Les adresses e-mail en CC seront visibles par tous les destinataires, tandis que celles en BCC ne le seront pas.
4. **EOD** - End of day : Utilisé pour indiquer que quelque chose doit être envoyé ou reçu d'ici la fin de la journée.
5. **EOM** - End of message : Utilisé dans la ligne d'objet pour informer le destinataire que tout le contenu est dans la ligne d'objet, évitant ainsi d'ouvrir l'e-mail.
6. **EOW** - End of week : Utilisé pour indiquer que quelque chose doit être envoyé ou reçu d'ici la fin de la semaine (généralement le vendredi).
7. **FYI** - For your information : Partage d'informations utiles que le destinataire pourrait ne pas connaître.
8. **FYG** - For your guidance : Utilisé au début de la ligne d'objet pour envoyer des informations importantes au destinataire.
9. **FYR** - For your reference : Utilisé dans la ligne d'objet pour envoyer des informations de suivi sur quelque chose que les destinataires connaissent déjà.
10. **FAO** - For the attention of : Utilisé lorsque vous avez besoin qu'une personne spécifique lise ou prenne des mesures mentionnées dans l'e-mail.
11. **ASAP**- As soon as possible
12. **Enc.**- enclosure-when you include files in your mail