



پوهنتون كاردان  
KARDAN UNIVERSITY

# Professional Email Writing

May 3, 2018



# General Email Features

# Carbon Copy (cc)



- If you have been copied on an e-mail, it is important to distinguish if you have been copied as an FYI (For Your Information) or whether this needs follow-up and/or other actions
- When you are working on a project, it is important to make sure that everyone involved on the project is copied on any e-mails regarding that project
- Pay attention to the Project Leader – if he or she copies certain people, follow suit

# Blind Carbon Copy (Bcc)

---



- Blind copying is used to inform another person about a situation without informing the person the e-mail is directed to
- Use BCC instead of CC when sending sensitive information to large groups

# Signature

---



- It is the bottom portion of the e-mail which tells the reader about the sender, their job title and their contact details



R.E.A.D Before You Write

# R.E.A.D Before You Write

---



- There is a set of considerations that need to be taken care of before actually writing your e-mail:
  - Relationship
  - Exigence
  - Audience
  - Delivery

# Relationship

---



- What is the nature of the relationship between you and the individual you are e-mailing?



# Exigence

---



The reason, need or demand for writing this e-mail

- What event or need calls for this e-mail?
- Consider the context of the communication
- Consider timing

# Audience

---



- Expertise
- Background
- Vocabulary
- Expectations
- Perspective

# Delivery

---



- Consider the subject heading as your first impression - it sets the stage for the e-mail. The subject line should have:
  - Clarity of Purpose
  - Clarity of Content
- And also it should create an immediate impression, either:
  - Professional
  - Personal



# General Email Etiquette



# General Format: The Basics

---

- Write a salutation for each new subject email
- Try to keep the email brief (one screen length)
- Return emails within the same time you would a phone call
- Check for punctuation, spelling, and grammatical errors
- Use caps when appropriate
- Use a font that has a professional or neutral look



# General Format: Tone

---

- Write in a positive tone  
“When you complete the report.” instead of “If you complete the report.”
- Avoid negative words that begin with “un, non, ex” or that end with “less”  
(useless, non-existent, ex-employee, undecided)
- Use smileys 😊, winks 😉, and other graphical symbols only when appropriate
- Use contractions to add a friendly tone  
(don’t, won’t, can’t).

# General Considerations

---



- Put your main point in the opening sentence. Most readers won't stick around for a surprise ending.
- Never begin a message with a vague "This." ("This needs to be done by 5:00.") Always specify what you're writing about.
- PLZ avoid textspeak (abbreviations and acronyms)

# General Considerations

---



- Be brief *and* polite. If your message runs longer than two or three short paragraphs, consider (a) reducing the message, or (b) providing an attachment
- Edit and proofread before hitting "send." You may think you're too busy to, but your reader may think you're careless





# General Considerations

---

- If someone asks a lot of questions, it may be OK to embed your answers into the sender's message copied at the bottom of your e-mail. However, if you're going to do this, be sure to say so at the top, and leave generous space, for example:
  - *How long are you staying?*  
*Less than two weeks.*
  - *Will you have time to visit with us?*  
*I'm really hoping to, but my schedule will be pretty tight. Let me get back to you about that after the weekend.*



# When Email Won't Work

---

- There are times when you need to take your discussion out of the virtual world and make a phone call
- If things become very heated, a lot of misunderstanding occurs, or when you are delivering very delicate news then the best way is still face-to face



Thank You !