



**The English Language Center
Faculty of Languages and Literature
University of Central Punjab, Lahore**

**DOWNLOADABLE HANDOUT
TOPIC: E-Mail Writing**

Electronic Mail (E-Mail)

An email, short for electronic mail, is a digital communication method to send and receive messages over the internet. It allows individuals or organizations to exchange written messages, files, and other types of content quickly and efficiently. Email has become a widely adopted form of communication for personal and professional purposes, offering the convenience of near-instantaneous delivery and the ability to communicate with individuals across different locations and time zones. Emails are composed and sent using email clients or web-based email services, and they can contain text, attachments, hyperlinks, and formatting elements to convey information effectively.

Basic Structure of an E-Mail

The basic structure of an email typically includes the following elements:

1. **Subject Line:** A concise and descriptive line that summarizes the purpose or topic of the email. It helps the recipient quickly understand the content and importance of the message.
2. **Greeting:** A polite and appropriate salutation to address the recipient. Use their name if you have a formal relationship or a more general greeting like "Hello" or "Hi" if the relationship is more casual.
3. **Opening/Introduction:** Begin the email by introducing yourself if the recipient may not know you well or if it's the first time you are contacting them. Provide context or reference any previous communication if necessary.
4. **Body:** The main content of the email where you communicate your message or purpose. It is helpful to organize the body of the email into paragraphs or bullet points for clarity. Be concise and to the point, focusing on the key information or request you want to convey.
5. **Closing:** Conclude the email with a closing statement that may include expressing gratitude, offering assistance, or proposing a next step. This section also helps in maintaining a polite tone and leaving a positive impression.

6. **Signature:** Include your name, position or affiliation, and contact information at the end of the email. This helps the recipient easily identify and reach out to you if needed. You may also include additional information like your phone number or website, depending on the context.
7. **Sign-off:** Choose an appropriate sign-off, such as "Best regards," "Sincerely," or "Thank you," followed by your name. If you have a more informal relationship with the recipient, you can use a casual sign-off like "Cheers" or "Take care."

Remember to proofread your email before sending it to ensure clarity, correctness, and professionalism.

Types of E-Mails

Various types of emails serve different purposes and contexts. Here are some common types:

1. **Formal Business Emails:** These are professional emails used for official communication within an organization or with external parties. They typically follow a formal tone and structure and cover topics such as project updates, client communication, job applications, or official announcements.
2. **Informal or Casual Emails:** These emails are more relaxed and conversational in tone. They are often used for personal communication, friendly exchanges, or informal discussions among colleagues or acquaintances.
3. **Inquiry or Request Emails:** This type of email is sent when you are seeking information or making a specific request. It could be an inquiry about a product or service, a request for assistance or clarification, and also for a meeting or appointment.
4. **Confirmation or Response Emails:** These emails are sent to acknowledge or confirm a previous communication or request. They can also be responses to inquiries, invitations, or meeting requests. The purpose is to provide a timely and formal response to the sender.
5. **Follow-up Emails:** Follow-up emails are used to check the status of a previous request, remind someone about a pending task or meeting, or ensure that a conversation or action is moving forward.
6. **Marketing or Promotional Emails:** These emails are commonly used in business settings to promote products, services, events, or special offers. They aim to attract customers or clients, provide information, and generate interest in a company or its offerings.

It's important to adapt the tone, structure, and content of your email according to the purpose and recipient to ensure effective communication.

1. Structure of a Formal Business E-Mail

A formal business email generally follows a structured format to maintain a professional tone and convey information effectively. Here is a typical structure for a formal business email:

1. **Subject Line:** Start with a clear and concise subject line that summarizes the purpose or topic of the email. It helps the recipient understand the importance and relevance of the message.
2. **Salutation:** Begin with a polite and appropriate salutation, addressing the recipient by their name if you have a formal relationship. Use "Dear Mr./Ms./Dr. [Last Name]" or "Dear [Job Title/Department]" if you are uncertain about the recipient's name.
3. **Opening/Introduction:** In the opening paragraph, introduce yourself and provide context if necessary, especially if you have had limited previous communication with the recipient. State the purpose of the email briefly and concisely.
4. **Body:** The body of the email contains the main content and information you want to communicate. Organize it into paragraphs or bullet points for clarity. Each paragraph should focus on a specific point or topic related to your message. Be concise, clear, and to the point, avoiding unnecessary jargon or ambiguity.
5. **Closing:** Conclude the email with a polite closing statement. You may express gratitude, offer assistance, propose a next step, or summarize the main points discussed in the email. Maintain a professional and positive tone.
6. **Signature:** Include your full name, job title or affiliation, and contact information (such as phone number and email address) in your email signature. This information helps the recipient identify and contact you easily.
7. **Sign-off:** Choose an appropriate sign-off to close the email professionally. Examples include "Sincerely," "Best regards," or "Thank you." Use a comma after the sign-off and leave a blank space before typing your name.
8. **Attachments:** If you need to include any attachments, mention them in the body of the email and make sure to attach the files before sending. It's a good practice to provide a brief explanation of the attachments if necessary.
9. **Proofreading:** Before sending, carefully proofread your email to ensure it is free of errors, both grammatical and typographical. Check for clarity, coherence, and professionalism in your language and formatting.

Remember to tailor your formal business email to the specific context and recipient, ensuring that the tone and content are appropriate for the professional relationship.

Sample of a Formal Business E-Mail

Subject: Request for Meeting Regarding Project Update

Dear Mr. Ahmed Ali,

I hope this email finds you well. My name is Shahid Waheed, and I am a Project Manager at ABC Corporation. I am writing to request a meeting with you to discuss an important update on the XYZ project.

We have made significant progress on the XYZ project since our last update meeting two weeks ago. We have successfully completed the initial research phase and have moved on to the implementation stage. However, there are a few critical decisions that require your input and approval before we proceed further.

I kindly request a meeting with you at your earliest convenience to present the current status, highlight key milestones achieved, and discuss the upcoming steps. The meeting will provide an opportunity for us to address any concerns or questions you may have and ensure that we are aligned with the project goals and timeline.

Based on your availability, I suggest scheduling the meeting for next week, preferably on Tuesday or Wednesday. Please let me know your preferred time slot, and I will arrange the necessary logistics accordingly. If you have any specific topics or areas of focus that you would like to address during the meeting, please feel free to inform me in advance.

Attached to this email, you will find the latest project progress report for your reference. It includes detailed updates on the deliverables completed, challenges encountered, and next steps planned. I would appreciate it if you could review the report before our meeting to facilitate our discussion.

Thank you in advance for considering this meeting request. I look forward to your positive response and the opportunity to meet with you. Should you have any questions or require further information, please do not hesitate to contact me at 92-312-9989231 or projectmanager@abc.com.

Sincerely,

Shahid Waheed, Project Manager

ABC Corporation

2. Structure of an Informal or a Casual E-Mail

1. Greeting: Begin with a friendly and casual greeting, such as "Hey," "Hi," or "Hello." You can address the recipient by their first name if you have a close relationship.
2. Opening/Introduction: In a relaxed and informal tone, briefly introduce yourself or remind the recipient of your connection if needed. You can also include a friendly and casual opening remark or inquire about their well-being.
3. Body: The body of the email is where you share the main content, thoughts, or information you want to convey. Since it is an informal email, you can use a conversational tone and freely express your ideas. Feel free to use paragraphs, bullet points, or even emojis to enhance clarity and convey your message effectively.
4. Closing: Wrap up the email in an informal and friendly manner. You can include a casual closing statement, express gratitude or appreciation, or mention something related to your relationship or shared interests.
5. Signature: Conclude the email with your first name or a casual sign-off. Avoid formal titles or excessive formality in the signature.

Sample of an Informal or a Casual Email

Hey Sarah,

Hope you're doing well! It's been ages since we last caught up. I wanted to share some exciting news with you.

Guess what? I finally got the job at my dream company! After a long and nerve-wracking interview process, they offered me the position of Senior Marketing Specialist. I couldn't be more thrilled! I remember how you always encouraged me to go after my dreams, so I wanted to share this great news with you first.

I would love to celebrate this milestone with you. How about we meet up for lunch next week? I know this amazing new café that just opened downtown. Their food is delicious, and the ambiance is cozy. Let me know if you're available on Tuesday or Thursday, and we can set a time that works for both of us.

Also, I wanted to thank you for your continuous support and encouragement throughout my job search. Your advice and pep talks really kept me motivated during those tough times. I'm truly grateful to have a friend like you.

Looking forward to catching up soon!

Take care, Haroon

Note: In an informal or casual email, you can adjust the tone, level of formality, and content based on your relationship with the recipient and the purpose of the email. The provided sample is just one example, and you can personalize it further to match your own style and the nature of your relationship with the recipient.

3. Structure of an Inquiry or a Request Email

1. **Subject Line:** Use a clear and specific subject line that accurately summarizes the purpose of the email and grabs the recipient's attention.
2. **Greeting:** Start with a polite and appropriate greeting, using the recipient's name if you have a formal relationship or a more general greeting like "Hello" or "Hi" if the relationship is more casual.
3. **Introduction:** Begin by introducing yourself and briefly explaining the reason for your email. State that you have an inquiry or request that you would like to discuss.
4. **Inquiry/Request:** Clearly and concisely state your inquiry or request in a specific and direct manner. Provide any relevant details or context necessary for the recipient to understand the purpose and importance of your inquiry or request.
5. **Supporting Information:** If needed, provide additional supporting information or background details to help the recipient fully grasp the context of your inquiry or request. Include any relevant documents, reference numbers, or specific dates that may be helpful.
6. **Closing:** Politely express gratitude or appreciation for the recipient's attention to your inquiry or request. Offer assistance or additional information if appropriate. Indicate your expectation for a response or any specific next steps if applicable.
7. **Signature:** Include your name, contact information, and any other relevant details that may be necessary for the recipient to reach you. This provides a way for the recipient to respond to your inquiry or request.

Sample of an Inquiry or a Request Email

Subject: Inquiry about Product Availability

Dear Ms. Maria Muneeb,

I hope this email finds you well. My name is Saima Taimur, and I am a customer interested in purchasing your product line. I recently came across your company's website and was impressed by the quality and innovation of your products.

I am writing to inquire about the availability of your XYZ product. I am particularly interested in the Deluxe Edition as mentioned on your website. Could you kindly provide information on its current availability, including pricing and applicable discounts or promotions? Additionally, if there are any specific features or specifications I should be aware of, please let me know.

I am considering making a purchase in the near future, and obtaining this information will greatly assist me in making an informed decision. If possible, I would appreciate it if you could provide an estimated delivery time to my location, which is 134-A, Eden Housing Scheme, G. H. Road, Lahore.

Thank you for your attention to this matter. I look forward to your prompt response. Should you require any further details or have any questions, please do not hesitate to contact me at 92-331-4223865 or via email at sarataimur@abc.com.

Warm regards,

Saima Taimur

Note: *The structure and content of an inquiry or request email can vary depending on the specific situation and the nature of the inquiry or request. Feel free to adapt the sample provided to suit your own circumstances, ensuring that it is clear, concise, and polite in conveying your inquiry or request.*

4. Structure of a Confirmation or Response Email

1. **Greeting:** Begin with a polite and appropriate greeting, using the recipient's name if you have a formal relationship or a more general greeting like "Hello" or "Hi" if the relationship is more casual.
2. **Express Appreciation:** Start by expressing gratitude or appreciation for the original message or request that you are responding to. Acknowledge the sender's effort or inquiry.
3. **Confirmation or Response:** Clearly and directly address the specific points or questions raised in the original message. Provide the necessary information, confirm details, or respond to the request as accurately and concisely as possible. If there are multiple questions or points, consider numbering them for clarity.
4. **Additional Information or Explanation:** If needed, provide any additional information or clarification that may help the recipient better understand your response or address any potential concerns. Use clear and concise language to ensure that your message is understood.
5. **Closing:** Conclude the email by summarizing the main points addressed in your response. Offer assistance or further support if necessary. Maintain a polite and professional tone throughout the email.
6. **Signature:** Include your name, position or affiliation, and contact information at the end of the email. This provides a way for the recipient to reach out to you if they have any further questions or need additional clarification.

Sample of a Confirmation or Response Email

Dear Mr. Anwar Iqbal,

Thank you for reaching out to us regarding your recent inquiry about our services. We appreciate your interest in our company and the opportunity to address your questions.

In response to your inquiry, I am pleased to confirm that we do offer the specific service you are seeking. Our team has extensive experience in this area and is well-equipped to provide the solutions you require. We have successfully handled similar projects in the past, ensuring high-quality results and client satisfaction.

Regarding the timeline, we estimate that the project can be completed within four to six weeks, depending on the scope and complexity. Our team will work closely with you to develop a detailed plan and milestones to ensure a smooth and timely execution.

I have attached a document that outlines the key features and deliverables of our service. It provides a comprehensive overview and should address any additional questions you may have. Please review it at your convenience, and feel free to reach out if you require further clarification or if there are any specific aspects you would like to discuss in more detail.

Once again, thank you for considering our services. We are excited about the opportunity to work with you and contribute to the success of your project. Should you have any further inquiries or if you would like to proceed with the next steps, please do not hesitate to contact me at 92-332-9876954 or via email at Junaid.daud@abc.com.

Best regards,

Junaid Daud, Client Relations Manager

ABC Solutions

Note: *The content and structure of a confirmation or response email will vary depending on the specific situation and the nature of the original message. Adapt the sample provided to match your own circumstances, ensuring that your response is clear, accurate, and professional.*

5. Structure of a Follow-up Email

1. **Subject Line:** Use a clear and specific subject line that refers to the previous communication or topic of follow-up. This helps the recipient quickly recognize the purpose and importance of the email.
2. **Greeting:** Start with a polite and appropriate greeting, using the recipient's name if you have a formal relationship or a more general greeting like "Hello" or "Hi" if the relationship is more casual.
3. **Reminder of Previous Communication:** Begin the email by briefly reminding the recipient of the previous interaction or communication. Refer to the date or subject of the previous message to provide context.
4. **Purpose of Follow-up:** Clearly state the purpose of the follow-up email. Explain why you are reaching out again, whether it's to check the status of a request, seek clarification, or remind the recipient of an upcoming deadline or commitment.
5. **Request for Action or Response:** Clearly express what action or response you are expecting from the recipient. Be specific about the information or assistance you are seeking and provide any necessary details or documents.
6. **Polite Tone and Appreciation:** Maintain a polite and professional tone throughout the email. Express appreciation for the recipient's attention and cooperation. This helps in maintaining a positive relationship and fosters a prompt response.
7. **Closing:** Conclude the email by summarizing the main points and reiterating your request or expectation. Offer assistance or further support if needed. Maintain a friendly and positive tone.
8. **Signature:** Include your name, position or affiliation, and contact information at the end of the email. This provides a way for the recipient to contact you if they have any further questions or need additional information.

Sample of a Follow-up Email

Subject: Follow-up on Project Proposal

Dear Ms. Fatima Shoaib,

I hope this email finds you well. I wanted to follow up on our previous conversation regarding the project proposal for the upcoming marketing campaign. Our last discussion took place during our meeting on 12th March 2023 where we agreed to proceed with the proposal submission.

As the submission deadline is approaching, I wanted to kindly request an update on the status of the proposal. I understand that there may be multiple ongoing projects, but I wanted to ensure that we are on track and have provided all the necessary information.

If there are any additional details, modifications, or supporting documents required, please let me know. I am committed to ensuring the proposal aligns with our objectives and meets all the necessary requirements. Your prompt response is greatly appreciated to allow for any adjustments or finalization before the deadline on 22nd July 2023.

Thank you again for your attention to this matter. If you have any questions or if there is anything else I can assist with, please do not hesitate to reach out to me at 92-300-2317822 or via email at shehryar.queshi@abc.com.

Best regards,

Shehryar Qureshi, Marketing Coordinator

ABC Solutions

Note: Adapt the sample follow-up email to your specific situation and context. The structure and content can vary based on the nature of the previous communication and the purpose of the follow-up. Ensure that your email is concise, polite, and conveys your message effectively while maintaining a professional tone.

6. Structure of a Marketing or Promotional Email

1. **Subject Line:** Use a catchy and attention-grabbing subject line that entices the recipient to open the email. It should provide a glimpse of the offer or highlight the key benefit of the promotion.
2. **Greeting:** Start with a warm and personalized greeting, addressing the recipient by their name if possible. This helps create a sense of connection and engagement.
3. **Introduction:** Begin with an engaging introduction that captivates the reader's attention. Clearly state the purpose of the email and highlight the value proposition or unique selling point of your product, service, or promotion.
4. **Offer and Details:** Present the marketing offer or promotion in a clear and compelling manner. Provide all the necessary details, including any discounts, incentives, or limited-time offers. Use persuasive language to communicate the benefits and advantages of the promotion.
5. **Supporting Information:** Include additional information to support your offer, such as customer testimonials, product images, or relevant statistics. This helps build trust and credibility with the recipient.
6. **Call to Action:** Clearly state what action you want the recipient to take. Use a prominent and visually appealing call-to-action button or link to direct them to a landing page, product page, or specific offer. Make it easy for them to engage with your promotion.
7. **Additional Benefits or Incentives:** If applicable, highlight any additional benefits or incentives that come with the promotion, such as free shipping, extended warranties, or bonus gifts. This helps create a sense of value and exclusivity.
8. **Closing:** End the email with a strong closing statement that encourages the recipient to take action or make a purchase. Create a sense of urgency if appropriate, mentioning limited quantities or a looming deadline.
9. **Signature:** Include your name, position or affiliation, and contact information at the end of the email. This provides a way for the recipient to reach out to you or your company if they have any questions or need further assistance.

Sample Marketing or Promotional Email:

Subject: Exclusive 30% Off Summer Sale - Don't Miss Out!

Dear Mr Shahbaz Shiekh,

Summer is finally here, and we have an exciting offer just for you! At ABC Clothing, we're thrilled to announce our exclusive Summer Sale, where you can enjoy a fabulous 30% discount on our latest collection of trendy summer outfits.

Get ready to embrace the season with our vibrant designs and comfortable styles. We have the perfect pieces to help you make a statement all summer long. Our quality fabrics and attention to detail ensure both style and comfort, so you can look and feel your best.

Here are the details of our Summer Sale:

- 30% off all regular-priced items in the summer collection.

- Free shipping on all orders over Rs. 5000/-.
- Limited-time offer: Sale ends on coming Friday.

To explore our summer collection and take advantage of this fantastic offer, simply click the button below or visit our website at www.abcclothing.com.pk. Use the code "SUMMER30" at checkout to apply the discount. Don't miss out on this opportunity to upgrade your summer wardrobe!

Hurry and grab your favorites before they're gone! Start shopping now and let us help you make this summer unforgettable.

If you have any questions or need assistance, feel free to reach out to our dedicated customer support team at 92-321-5664381 or marketingteam@abc.com. We're here to help!

Wishing you a sun-filled and stylish summer.

Best regards,

Faris Babar, Marketing Manager

ABC Clothing

Note: Adapt the sample marketing or promotional email to match your own product, promotion, or offer. Customize the content, offer details, and testimonials to align with your specific marketing campaign. Additionally, ensure that the language and tone of the email reflect your brand and target audience.

Phrase/ Word Bank for E-Mails:

1. Greetings:

- Dear [Mr./ Ms. Surname],
- Hello [Name],
- Good morning/afternoon [Name],
- Greetings [Name]

2. Introductions:

- I am writing to inquire about...
- I am reaching out regarding...
- Allow me to introduce myself...
- The purpose of this email is to...

3. Requesting information:

- I would appreciate it if you could provide...
- Could you please send me...?
- I am interested in obtaining details about...
- It would be a great help if you provided...

4. Offering assistance:

- If you require any further information, please let me know.
- Should you need any assistance, feel free to contact me.
- I am available to provide any additional support you may need.

5. Thanking:

- Thank you for your prompt attention to this matter.
- I appreciate your assistance in this regard.
- Many thanks for your cooperation.

6. Apologies:

- I sincerely apologize for any inconvenience caused.
- I regret any misunderstanding that may have arisen.
- I am sorry for the delay in my response.

7. Formal closing:

- Best regards,
- Sincerely,

- Thank you,
- Kind regards,
- Respectfully,

8. Requesting a meeting:

- I would like to request a meeting to discuss...
- Is it possible to arrange a meeting at your earliest convenience?
- I kindly request a meeting to address...

9. Confirming:

- I am writing to confirm...
- I would like to confirm...
- This email serves as confirmation that...

10. Enclosures:

- Please find attached...
- Attached to this email, you will find...
- I have included [document/file] for your reference.

Remember to adapt these phrases and words to suit your specific context and maintain a professional tone throughout your formal emails.