

Material Imprimible

Redacción de correos electrónicos, informes y
propuestas comerciales

Módulo 1

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Writing emails

Subject line

It should be short, descriptive, effective and straight to the point. For example, a subject line that reads "Minutes" will not help the addressee know what the contents of the email are about. However, one that reads "Minutes of Annual Shareholders' Meeting" will give the addressee a clear idea of what the email is about.

The CC field

The CC field stands for Carbon Copy and you put there the email addresses of the people you are sending a copy for their information. However, those people are not the ones the email is directed to. To inform the receiver that someone is copied, you can write:

I have copied/cc'ed/cc'd Aaron Gates on this email so that he can check the progress of this phase of the project.

Salutations

Salutations	For
Dear Mr Doe,	married or unmarried man
Dear Mrs Doe,	married woman
Dear Miss Doe,	unmarried woman
Dear Ms Doe,	woman whose marital status is unknown
Dear Sir,	the receiver is a man whose name you don't know
Dear Madam,	the receiver is a woman whose name you don't know
Dear Sir or Madam,	you don't know if the receiver is a man or a woman

Dear Chris Black,	you don't know the receiver's gender
Dear all,	formal salutation for a group of receivers
Hello, everyone,	informal salutation for a group of receivers

Differences between British and American English

As shown in the table below, in British English a comma follows a salutation while in American English a colon does. Some authors are in favour of omitting commas and colons after salutations.

In British English no period is included after Mr, Mrs, Ms and Dr but in American English it is common to do so.

British	American
Dear Mr Horner,	Dear Mr Horner:
Mr / Mrs / Ms / Dr	Mr. / Mrs. / Ms. / Dr.

Neutral and Informal salutations

- Dear Mary, (*neutral*)
- Hello, Mary, (*informal*)
- Hi, Mary, (*informal*)
- Mary (*informal*)
- (No name) (*informal*)

Closings

	Salutations	Closings
Formal	Dear Mr Weber, Dear Sir, / Dear Madam	<ul style="list-style-type: none"> • "Yours sincerely," • "Yours faithfully,"

Neutral		<ul style="list-style-type: none"> • “Regards,” • “Best/Kind regards,” • “Best,” • “Best wishes,”
Informal		<ul style="list-style-type: none"> • “Cheers,” • “Rgrds,” • “Thanks!”

Closings when the receiver is ill

Situations	Closings
When the register is formal and the receiver’s condition is delicate	<ul style="list-style-type: none"> • “My thoughts are with you”. • “Wishing you a speedy recovery”. • “We look forward to your return”.
When you are familiar with the receiver	<ul style="list-style-type: none"> • “Get well soon”. • “I hope you have a quick recovery”. • “Hope you get better soon”. • “Hang in there”.

"Hang in there" is an informal expression that is used to encourage someone not to give up or to stay calm in spite of difficulties or problems.

Connectors of reference

Connectors of reference are used to indicate that the email that is being sent is related to a previous telephone conversation, email, request, etc.

Connectors of reference	Examples
As regards (formal)	"As regards our previous conversation, I am forwarding you the material you requested".
With/in reference to With/in relation to With/in regard to...	"With reference to your inquiry, let me confirm the following facts".
With respect to / in respect of	"I am writing with respect to your email of November 1 st ".
In response to/in reply to	"In response to your email of March 25th, I would like to clarify the following points".
Further to (formal)	"Further to our recent conversation, I am sending you the details of the forthcoming kick-off meeting".
In connection with	"In connection with your enquiry, I would like to clarify the following points".
Regarding/concerning	"I am writing regarding/concerning your fax".
About	"About your request, I'd like to let you know that it's been authorized".

Indicating the reason for writing

Unlike English, Spanish is very flexible at the time of choosing a verb tense to indicate the purpose of our emails. In English, choose present continuous.

Patterns	Examples
I am writing to + INFINITIVE VERB	"I am writing to announce/clarify/complain/inform you that..."
I would like to + INFINITIVE VERB	"I would like to share the following information with you".
This is to + INFINITIVE VERB (neutral)	"This is to let you know that our project meeting has been put off".

Differences between "attach" and "enclose"

When a file is sent by email, it becomes an attachment (noun). "Attach" is the verb. For example:

- "I have attached the presentation for your review".

When a file or document is sent along with a letter, fax or package, it is an enclosure (noun). The verb is to "enclose". For example:

- "Please, find enclosed our report".

Attaching files

Situations	Examples
Indicating the presence of attachments	<ul style="list-style-type: none"> • "I am sending you our Q3 marketing plans in the attached document". • "Please find attached a copy of our health regulations". • "Attached you will find our catalogue".

	<ul style="list-style-type: none"> • “Attached are the two files you requested”. • “I have attached the agreement”.
Referring to an oversight	<ul style="list-style-type: none"> • “I am afraid I sent the email without the attachment. Here is the itinerary to China”.
Sending a file again but in a different format	<ul style="list-style-type: none"> • “Here is the file in a different format. Please let me know if you can open it this time”.

Helping addressees locate information

Sometimes senders want to give addressees instructions to help them locate a specific piece of information they are interested in. For example:

- “Please refer to page 20 for full details of our Prime Toothbrush digital marketing strategy”.
- “Point 3 deals with eligibility requirements for partner program”.

If the information is provided in the body of the email, the following sentences may be useful:

- “See below for further details”.
- “Here is the list of attendees you asked for”.

If answers to questions asked in a previous email are to be answered next to them, the following example will identify the place where those answers can be found.

- “My responses can be found directly after each of your questions”.

Making inquiries

To inquire is to ask for information. An inquiry usually starts with the indication of the purpose of the email. For example:

- “I am writing to inquire about the access control systems your company offers”.

To indicate that the email is connected with some information seen on the addressee’s webpage, you may write:

- “I came across your webpage while I was looking for ergonomic chairs”.

A specific interest may be expressed in the following way:

- “I am interested in the premium ergonomic model”.

To ask for specific information, write:

- “Could you give me information about the products you manufacture?”
- “We wonder what the price per unit is”.

When a mutual acquaintance makes a recommendation, it is advisable to indicate that person’s name at the beginning of the email. To illustrate:

- “Your NLP coach services were recommended to us by Chris Kingston and I would like to know more about the services you offer”.

Direct and indirect questions

Direct yes/no questions in present simple and past simple are usually made by placing first the auxiliary (do/does or did), then the subject and the infinitive verb. For example:

- “Do you accept bank transfer payments for large orders?”

Direct questions are suitable for neutral and informal emails.

For formal emails write indirect questions. An indirect question is one question inside another one. For example:

- “May I ask if you accept bank transfer payments for large orders?”

If the question is a yes/no one, use "if" to introduce what you want to know. Then comes a subject (you) and a conjugated verb (accept).

If the question starts with a question word (where, why, when, what, etc), place the question word, then the subject and a conjugated verb. For example:

- “Could you let me know where the parcel was sent?”

Examples of indirect questions

- “Could you inform me if instalment payments are allowed?”
- “May I know if you can offer just-in-time delivery?”
- “Could I ask you what your product unique selling points are?”
- “Do you know who our key contact at your firm would be?”
- “Would you mind informing me if you can meet our demand?”

Indirect statements

An indirect statement is a question imbedded inside a statement. They are suitable for formal writing. For example:

- “I wonder if we can have access to the roof next Friday”.
- “I would like to know how many attendees filled in the form”.

The imbedded question follows the order of an affirmative sentence after “if” or a question word: subject followed by a conjugated verb.

Examples of indirect statements

- “I am interested in knowing if your company can give us a liability insurance certificate”.
- “I would like to know how much your company charges for webpage design”.
- “I wonder if you can produce referrals”.

Replying to a customer's inquiry

In the first paragraph, reference to the inquiry is made and if the email was sent by a potential customer, the sender usually thanks the sender for their interest. For example:

- “We would like to thank you for your inquiry of October 3rd requesting information about our fire extinguishers”.

In the following paragraph the sender usually provides the information that was required.

- “Please find attached our catalogue and price list for your consideration. We are confident that this material will aid you in making a decision”.

The following paragraph typically indicates that the sender is open to discuss the matter further and a contact number is given. For example:

- “If you have any doubts or need additional information regarding our products, please do not hesitate to contact me on my cell phone: 555-6666”.

In the last paragraph the sender thanks the customer and ends with the typical drill. For instance:

- “Once again, thank you for contacting us and I look forward to receiving your order soon”.

Making requests

Phrases to ask someone to do something:

- “I wonder if you could take charge of phase 2”.
 - “I would appreciate it if you could take charge of phase 2”.
 - “I would be grateful if you could take charge of phase 2”.
 - “Could you take charge of phase 2?”
 - “I would like you to take charge of phase 2”.
 - “Would it be possible for you to inform me which of your teammates could be assigned to this project right now?”
 - “Can you inform me which of your teammates can be assigned to this project right now, please?” (neutral)
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- “I would welcome any recommendations you could offer me to catch up”.
- “Do you have any recommendations to catch up?” (neutral)

Replying to requests

Showing goodwill

- “I would be glad to be of assistance”.
- “You can count on me to help you”.

Giving assurance

- “I will forward you the report as soon as I receive it”.

Informing it will take you time

- “It will take me some time to gather the information you are seeking but I hope I will be able to send it to you by November 13th at the latest”.

Explaining why you can't help

- “I would like to help but I am going on holiday tomorrow and I will be back in two weeks. In the meantime, you can contact Tracy Miller”.
- “I would be happy to gather that information but I am on sick leave until August 10th. I will forward your request to Adam Moore, who is replacing me”.

Explaining what you have done

- “I have fully investigated the matter and I am able to provide the following clarifications”.
- “I have looked into this matter and I have taken the following measures”.

Informal/neutral vs Formal Register

Vocabulary

Informal/neutral	Formal	Examples
Get	Receive	<ul style="list-style-type: none"> • “When will I get the confirmation email?” • “When will I receive the confirmation email?”
Help	Assist	<ul style="list-style-type: none"> • “I can help you with the selection of illustrations for the induction course”. • “I can assist you with the selection of illustrations for the induction course”.
Tell someone/let someone know	Inform	<ul style="list-style-type: none"> • “Could you tell me or let me know when phase 3 will be over?” • “Could you inform me when phase 3 will be over?”
Set up	Arrange	<ul style="list-style-type: none"> • “I'm writing to set up a meeting for next Wednesday”. • “I am writing to arrange a meeting for next Wednesday”.
Ok	Convenient / suitable	<ul style="list-style-type: none"> • “Is 10.30 ok for you?” • “Would 10.30 be convenient for you?”

Ask	Inquire	<ul style="list-style-type: none"> • “I’m writing to ask about your high-end products”. • “I am writing to inquire about your high-end products”.
Get in touch	contact	<ul style="list-style-type: none"> • “I will get in touch with you when the order is firm”. • “I will contact you when the order is firm”.

Phrases

In this section I invite you to turn your attention to the differences in register when it comes to writing phrases. Let's see some examples of phrases you can use if you need assistance from someone and if you need to apologize.

Informal/Neutral	Formal
<ul style="list-style-type: none"> • “Can you help me understand the following figures?” • “I’m sending you the file in an attachment”. • “I am sorry for the misunderstanding”. • “Please reply asap”. • “Thanks for your comments”. 	<ul style="list-style-type: none"> • “Could you help me understand the following figures?” • “I am pleased to send you the attached file”. • “I apologise for the misunderstanding”. • “I would appreciate a prompt reply”. • “I would appreciate your comments”.

Scheduling a meeting

Indicating the reason for writing

- “I am writing to schedule a meeting to discuss our next year budget”.
- “I wonder if I could take a few minutes from your schedule to discuss our next year budget”.
- “Would you be available for a 30-minute meeting to discuss our next budget?”
- “Could we meet on May 3rd to discuss our next budget?”
- “I would like to organize a meeting to discuss our next budget. Are you free to meet on Thursday at 4 pm?”
- “Would you be available for a meeting on November 5th?”

Indicating the length of the meeting

- “I estimate the meeting will take 2 hours”.

Requesting confirmation

- “I appreciate a quick reply from your side confirming your attendance”.

Checking date and time

- “Please confirm if the date and time suit you”.
- “Could you let me know if July 8th is convenient for you?”
- “May I suggest July 8th?”
- “What about Monday 5th?”
- “How does January 12th at 4 pm sound?”
- “Let me know when would be a good time to meet”.
- “When would suit you best?”

- “Let me know when you are available and I will adjust accordingly”.
- “If you are not available on Thursday, please give me some other options”.
- “Could you let me know when and where you would prefer to meet?”
- “Feel free to suggest another time if that doesn’t work for you”.

Meeting attendance confirmation email

Confirming attendance

- “Thank you for the meeting request. This is to confirm I will be able to attend the meeting on August 4th”.
- “I would like to confirm my attendance at the meeting scheduled tomorrow at 10 am”.
- “I would be delighted to meet you to discuss your expansion plans next Monday at 11 am”.
- “I am writing to confirm my appointment with you made over the phone yesterday”.

Sounding grateful

- “Thank you for taking time from your busy schedule to meet me”.

Referring to date and time

- “5.30 suits me”.
- “Monday sounds good”.
- “I am afraid I can't make it on that day. How about Thursday?”
- “Sorry but I have an appointment at 2 pm. Any time after 4 pm would be fine”.

- “Could we meet on Thursday instead of Tuesday? I will be out of town until Wednesday”.

Referring to changes

- “If you wish to cancel or reschedule, please inform me immediately so that I can make the necessary adjustments”.
- “If you wish to rearrange the meeting, please inform me as soon as you can and we will agree on another date”.
- “Please contact me if you need to change the time or location”.
- “You can call me on my cell phone number if you have any questions or change of plans”.

Changing arrangements

Cancelling a meeting

- “I am writing to let you know that I will not be able to attend our meeting next week. Something urgent has come up and I will be away”.
- “I am afraid I will have to cancel our meeting next week. I have been double-booked”.

If you have been “double-booked”, you’ve been scheduled for two meetings of events at the same time.

Postponing a meeting

- “I have an unexpected business trip and I will be out of town. Would it be possible to postpone the meeting until I return to Boston?”

Rescheduling a meeting

- “I wonder if we could move the meeting to Tuesday”.
 - “I regret to inform you that we will have to reschedule our meeting”.
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- “Unfortunately, due to some unforeseen business, I will not be able keep our appointment for next week. May I suggest March 30th at 2 pm?”
- “I can't meet today due to a family health matter that I must take care of. Could you make it on May 22nd at 2 pm? If you aren't available, I am willing to work around your schedule”.