

Drafting

E MAILS

HELPFUL TIPS FOR
BEGINNERS



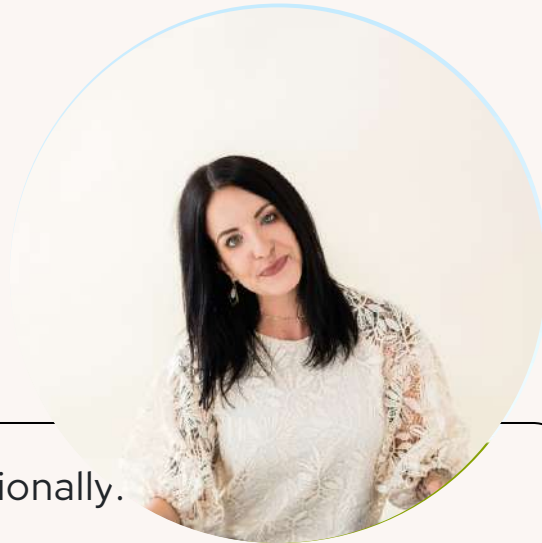
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Hi there!

Choose the appropriate salutation for any business letter

2



- Begin business emails professionally.
- Make requests politely.
- Deliver positive and negative messages tactfully.
- End business correspondence confidently.
- Select the correct complimentary close.

REMEMBER: IN BUSINESS COMMUNICATION, YOUR OPENING AND CLOSING OFTEN CREATE THE STRONGEST IMPRESSION

1. Choosing the Right Greeting

The opening greeting (salutation) sets the tone of your message. Select one that matches your relationship with the reader.

Situation

Recommended Greeting

Recipient unknown - *To Whom It May Concern:*

Name unknown but position known - *Dear Sir/Madam,*

Male recipient - *Dear Mr Ahmed,*

Female recipient - *Dear Ms Anita, (For both married and singles)*

Medical professional - *Dear Dr Rao,*

Professor - *Dear Prof Sharma,*

Unsure about gender - *Dear Taylor Morgan,*

Team or department - *Dear Team, or Dear Colleagues,*

Familiar business contact - *Dear Sarah,*

Friends or close colleagues - *Hi Sarah, or Hello Everyone,*

Professional Writing Tips

- ✓ Place a comma (,) after most greetings.
- ✓ Use a colon (:) after To Whom It May Concern.
- ✓ Do not write:

Mr.

Ms.

Dr.

with an extra full stop after the abbreviation in styles that omit it consistently.

- ✓ Avoid Mrs unless the person specifically prefers it.
- ✓ Never begin a business email with an exclamation mark such as:

Dear Sir! ❌

A START SHOULDN'T STOP YOU

2. How to Start a Business Email

Business emails generally begin in one of two ways.

A. Referring to Earlier Communication

Use these expressions when the reader already knows the context.

1. Thank you for your email.
2. Further to our discussion yesterday...
3. With reference to your enquiry...
4. Following our telephone conversation...
5. I am writing regarding...
6. Thank you for getting in touch.

Example

Thank you for your email regarding the internship programme.

B. Writing for the First Time

Use these when introducing a new topic.

1. I am writing to introduce...
2. I would like to enquire about...
3. I wish to confirm...
4. I am contacting you regarding...
5. I recently learned about your company and would like to...

Example

I am writing to enquire about your summer internship opportunities.

3. Making Polite Requests

Successful professionals request information politely rather than giving commands.

Better Business Expressions

1. Could you please...
2. Would you mind sending...
3. I would appreciate it if you could...
4. We would be grateful if you would...
5. It would be helpful if you could...
6. Could you kindly clarify...

Example

Could you please send us your latest product catalogue?

4. Sharing Positive News

When communicating good news, maintain an enthusiastic but professional tone.

Useful expressions:

1. We are pleased to inform you...
2. We are delighted to announce...
3. We are happy to confirm...
4. It is our pleasure to...

Example

We are delighted to offer you the position of Marketing Executive.

5. Communicating Unpleasant News Politely

Bad news should be delivered respectfully and with empathy.

Professional expressions include:

1. We regret to inform you...
2. Unfortunately...
3. After careful consideration...
4. We are unable to...
5. I'm afraid that...

Example

We regret to inform you that your application has not been successful on this occasion.

6. Mentioning Attachments

Always tell the reader when supporting documents are included.

For printed letters:

Please find enclosed...

For emails:

Please find attached...

Example

Please find attached the revised quotation

7. Offering Further Help

Good business communication encourages future interaction.

Useful expressions:

1. Please let us know if you need additional information.
2. Feel free to contact us with any questions.
3. We would be happy to assist you further.
4. Do not hesitate to contact us if we can be of any help.

8. Looking Ahead

End positively by referring to future communication.

Examples:

1. I look forward to hearing from you.
2. We look forward to working with you.
3. We look forward to meeting you next week.
4. Your prompt response would be appreciated.

9. Choosing the Right Closing

Your closing should match the level of formality used in your greeting.

Greeting Used - Suitable Closing

Dear Sir/Madam - *Yours sincerely*

To Whom It May Concern - *Respectfully*

Dear Mr Kumar - *Sincerely*

Dear Anita - *Kind regards*

Dear Team - *Regards*

Familiar colleague - *Best wishes*

Close friend- *Cheers*



Golden Rules



1. Keep your message brief.
2. Use polite language.
3. Check grammar and spelling.
4. Avoid ALL CAPITAL LETTERS.
5. Avoid emojis in formal communication.
6. Reply within a reasonable time.
7. Use a professional email signature
8. Pause for 10 seconds before hitting send and CC Buttons



Business Communication Insight

People often judge your professionalism before they read your message. A well-chosen greeting, a courteous tone, and a confident closing can build trust, strengthen business relationships, and open new career opportunities.

Thanks for visiting

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