



WRITING FORMAL MAILS



GOALS

1. Understand the basics of mail writing.
2. Comprehend the format of Email writing.
3. Use appropriate language and style for writing mails.
4. Compose a clear effective e-mail.

LEARNING OBJECTIVES

- ◆ Identify difference between informal, semi formal and formal Emails.
- ◆ Understand format of Email.
- ◆ State your purpose of writing the mail clearly.
- ◆ Follow etiquettes of Email writing.
- ◆ Use appropriate language and style.
- ◆ Organise content logically and systematically.
- ◆ Practice writing different types of reports.



INTRODUCTION

There has been a revolution in the manner and method of communication in the last few decades. The internet has made instantaneous communication a part of everyday life. Writing and posting letters is no longer a viable option. **The most common and preferred method of informal and formal communication in the modern world, is the Email (electronic mail). An email can be used as an inter-office or internal written communication tool or it can be sent to someone outside the company or institution** However, there are differences in language and style used in an informal, semi-formal and formal mail.

Informal mails: They are **sent to friends and relatives**. There are no rules to be followed. You can use a casual/ informal language (slangs/ abbreviations can be used). No particular style of writing is required to be followed. However, the purpose of the mail and message should be clear to the recipient.

Semi- Formal mails: These are **addressed to colleagues functioning within a team and at the same seniority level**. The Email can be brief and the language can be casual and friendly. But maintaining decorum is essential and the purpose of the mail and message should be clear to the recipient/ recipients.

Formal mails: They are addressed to **people within and outside the organisation**. Therefore, the style and language should be formal, the purpose clear and content lucid and precise. Follow all etiquettes of formal communication.

Format:

From: Name of person sending the mail.

To: Name of recipient

Cc: Carbon copy-the same mail being sent to other individuals with their email IDs visible to all in the group

Bcc: Blank carbon copy – the names and email IDs of the Bcc receivers is not visible to the recipient of the mail, but his/her ID is visible to the Bcc receivers.

Subject: state it clearly and concisely

Salutation: Dear Sir/ Madam/ Dear Mr. Gupta/ Hi Kapil (if you know the receiver well), Hi all (if addressed to a group of people)

Main body: contains main content of the mail

- a) Opening paragraph should outline the main idea/ reason for the mail
- b) Following paragraphs give relevant details.

Closing: make a concluding statement/ suggestion

- a) Recommendations to address the issue or problem
- b) Suggestions on the timeline for resolving the issue and delegating responsibility to selected individuals.

Attachments: give a list of documents attached

Signature Line: includes signature, name and designation of sender. It may include email address and telephone number for convenience of recipient.

Writing an effective and an appropriate Email:

1. Be clear **about the purpose** of writing the Email.
2. **Make points about information** that needs to be included in it.
3. Your **tone and language should be suitable** for the intended recipients.
4. **Use your official id** for all work related mails.
5. Use an **appropriate salutation**.
6. **Keep the mail short and simple**. Nobody has the time to read lengthy, confusing and complicated mails.
7. **Use short sentences** to convey your message clearly and concisely.
8. **State the subject/ main purpose** of writing the mail clearly **in the opening paragraph**.
9. **Use separate paragraphs for stating different points**.
10. **Include pie charts, graphs, flow charts etc.** to present information and bring lucidity to the content of your mail.

11. **The content of the mail should be logically and systematically organized.**
12. **Do not write the entire mail in capital letters.** It is like shouting at the top of your voice. Capital letters can be utilized to highlight certain points but should be used judiciously.
13. **Highlight/ underline the key points** so that the reader can skim through the mail and get an idea of the content.
14. **Take special care of the tone of the mail.** Since all you write goes on record, make sure that your tone is pleasant and reflects truly what you wish to state.
15. **Ensure you are polite at all times** whatever the provocation.
16. **Proof read** your mail before you send it. **Check for grammatical, spelling and punctuation errors.** A mail full of errors it communicates that you are sloppy or that you do not pay attention to detail. Besides, errors may change the meaning of the mail.
17. When framing a reply to a received mail, **ensure you answer the queries or requests** in it.
18. **Do not use slang, incomprehensible abbreviations and SMS language in your mails.** They make it difficult to follow and give the impression to the reader that you are too casual in your approach.

Emails are effective means of communication when:

1. You need to **send information to, or contact a large group of people.**
2. You wish **to send someone an electronic file, bulky documents or detailed information** about any project/ course/ product.
3. It also makes it **easier to contact people** who are otherwise not approachable due to distances, busy schedules, differing time zones etc.
4. You require **daily communication** on varied matters in an organization.
5. You **need a written record of the communication.** It is imperative that important e-mails are saved for reference to what someone said in an earlier message, to provide proof (for example, proof that you have sent the Jeans consignment and have received a confirmation of the same), or review the content of an important meeting, deadline, memo.

Emails are inappropriate means of communication when:

1. If the issue is **complicated and involves repeated lengthy discussions**, it is better to arrange a meeting with the concerned person/ party.
2. The **information is confidential and of sensitive nature.** Your mail can be forwarded to others without your knowledge. All your electronic communication is stored in the server even after you have deleted it. This can be accessed and misused by anyone.
3. **Do not write a mail when you are emotional**--distressed, upset, overjoyed or excited about something. You may use words which can alter the tone of the message and this can be misunderstood by the recipient. Besides, do not write anything in a mail which you cannot say to a person in a face-to-face conversation.

Sample Mails:

The following are some examples of informal, semi formal and formal mails.

1. .Amit Suri, has recently been promoted to the post of Senior Manager in Hindalco Industries. He receives a congratulatory mail from his sister, his colleague and his General Manager.

a) To: Amit Suri

CC/BCC:

Subject: CONGRATULATIONS!!

Hi Amit,

We just got the SUPER news of your promotion. I am sooo excited and thrilled. A big party is due from you and, of course, gifts for your loving sis.

Mom and Dad too are overjoyed. They are very proud their hardworking son. They send you their love and blessings.

We are all looking forward to your visit home so that we can have a grand celebratory party.

Yours affectionately,

Jyoti

b) To: Amit Suri

CC/BCC:

Subj

ect: Congratulations on Your Promotion

Hi Amit,

I just got to hear of your promotion to the post of Senior Manager. Please accept my heartiest congratulations.

Your hard work and dedication have been rewarded. You surely deserve the recognition and responsibility of the position. All team members are elated that you have been selected from our team (out of the members of ten teams.)

We are surely looking forward to a party from you at your earliest convenience.

Regards,

Sumit Choudhary

(Team member)

c) To: Amit Suri

CC/BCC:

Subject: Promotion to the Post of Senior Manager

Dear Amit Suri,

I am pleased to apprise you of your promotion to the post of a Senior Manager in the Production Department.

You have been with Hindalco Industries for the past seven years and have proved your worth time and again. Your dedication, hard work and willingness to take on new initiatives has been recognized and appreciated by your seniors

You have implemented procedures which have improved efficiency in your department and been recognized for outstanding achievement.

Please accept my congratulations on your promotion.

Regards,

Prateek Chopra

General Manager

Hindalco Industries

2. To: Mr. Anil Malhotra

CC/BCC: Mr, Satish Kumar, Mr. Ranjeet Prasad

Subject: Handover of ABC Project

Dear Mr. Malhotra,

This is for your information that I would be discontinuing my services in this organization dated 5th June 2017. I am mailing to let you know that the project ABC is 70% complete and requires some more effort on our behalf in the next one month to wrap it up. As I am on my last week of notice period, I would like to hand over the project details to you so that you can take it forward from this juncture.

I have sent the required emails to the client informing them of the change in point of contact. Starting 2nd June 2017. They would be communicating directly with you. Hence, I am sending the required files attached with the mail.

Please get back to me in case you require any clarification regarding the project.

Thanks and Regards,

Sushil Kumar

Project Manager

3. **Difference between a well written and poorly structured mail**

Version 1 of Sudha Kumari's E-mail

Subject: tomorrow

As you know, tomorrow afternoon we'll be meeting to discuss the status of all the new assignments we are preparing for the students for the coming session. Tea will be provided. Be sure to arrive on time and bring along the assignments you have been working on —bring plenty copies for everyone. Bring everything you have been working on- your calendars, reports, and any important e-mails you have sent. Also, I wanted to remind you that your material has to be given to Ms. Ridhima at the reception. If she is not at her desk when you stop by, you can e-mail them to her later.

Thanks and Regards,

Sudha Kumari

Academic Convener

Version 2 of Sudha Kumari's E-mail:

Subject: Materials required for Wed. staff meeting

Hi, everyone—

For tomorrow's 3 p.m. staff meeting in the conference room, please bring copies of the following materials:

- The assignments you have prepared till now
- A one-page report describing your progress so far
- A list of goals for the next month
- Copies of any messages you have sent to team members this past month

You are also requested to submit the finalised assignments for printing to Ms. Ridhima at the reception. If you do not find her at her desk, please email them to her later.

See you tomorrow—

Thanks and Regards,

Sudha Kumari

Academic Convener

Comments on two mails:

First mail:

1. The **first mail** is confusing, poorly structured and worded.
2. It is not addressed to anyone.
3. Subject is vague. It does not give a clue to the contents of the mail.
4. Time and place of meeting is not mentioned.
5. It is a single paragraph with too much information that is randomly put in- tea, assignments, reports, mails etc.
6. The reader has to read the mail very carefully to understand the message.

Second mail

1. Politely addressed to all recipients.
2. States the subject clearly- you know it is about material required for Wednesday's staff meeting.
3. Time and place of meeting clearly mentioned.
4. Lists material required in bullet points.
5. Makes a separate paragraph for submitting assignments to Ms.Ridhima..

Practice Exercises:

Q1. You are Mr. Pradeep Kumar, General Manager, Surbhi Furnishings. You provide furniture and other

furnishings to large businesses. Write a mail to Mr. Naveen Bansal, proprietor, 'Chelsea' chain of restaurants offering your latest range of products at a discounted price in about 150-200 words.

- Q2. Write a mail to Mr. Santosh Desai responding to his query about the availability of cosmetics and toiletries in your manufacturing unit 'Shimmer and Shine'. You are Mr. Manohar Singh, marketing head of the company. (word limit:150-200 words)
- Q3. Write a mail to Ms. Shikha Sharma, reminding her of a business contract you have sent to her regarding providing infrastructure maintenance services to her company 'Global Solutions'. You are Mr. Sanjay Johri, Business Head of Bloomsbury Infrastructures.(word limit:150-200 words)
- Q4. You are Amar Singh, a team lead in project implementations department of Cellular Telecommunications. Write a mail to all members of your team asking them to attend a meeting after two days, seeking their suggestions on ways and means to speed up the implementation of the project of improving connectivity in X, Y, Z areas. In the city.(word limit:150-200 words)

Value points:

- Q 1
- Subject: New Offer on Furnishings
 - Opening paragraph state the offer.
 - Offer special discount to an old valued customer.
 - Detail your trendy, stylish and durable products and affirm that you are the first in the industry to introduce these state of art products.
 - Be persuasive in convincing customer to be the first to use the products and thus attract clientele.
 - Mention your website where the wide range of products can be viewed.
 - Request to place order at the earliest.

- Q 2
- Mention query letter and date (with reference to your request vide letter dated 5th May ...)
 - Make a list of products available.
 - State that you make a business commitment only after 25% advance payment and remaining payment be made within 3 months.
 - Mention time period of delivery of goods.
 - Would be pleased to answer any further queries.

- Q 3
- Remind that you had sent the contract on x date and no reply has been received till date.
 - Mention date of meeting and discussion of details of contract
 - Ask if any further details/ clarifications required from your side.
 - Seek meeting to discuss any issues that have come up.

e. In case, all is well you would appreciate it if the contract is signed and mailed to you.

Q 4

- a. Address should be to group-‘Hi all’
- b. Specify date and place of meeting.
- c. Mention time frame of completion of project.
- d. State problems being faced-procuring equipment, legal problems, local people protesting against radiation threat, getting required permission from local government bodies etc.
- e. Ask for viable suggestions-more resources, better software, longer working hours.