



# Writing Emails Audio Course Season 1

## Episode 1: Introduction to Emails

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### Lesson objective

In the first lesson you are introduced to emails. You're shown how to write an affective email and given specific tips to implement this into your own writing. Below are the two examples from Lesson 1.

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### Example of an email that can be improved

TO: [m.knight@gmail.com](mailto:m.knight@gmail.com)  
FROM: [t.stew@hotmail.com](mailto:t.stew@hotmail.com)  
SUBJECT: Meeting  
DATE: 14/08/2020

Dear sir, i wanna know if youre free to meet on Tuesday at 3pm so we can discuss. let me know when works. bye bye, T.

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### Example of a strong email that sets out its objectives

TO: [m.knight@gmail.com](mailto:m.knight@gmail.com)  
FROM: [t.stew@hotmail.com](mailto:t.stew@hotmail.com)  
SUBJECT: Hastings Project Meeting  
DATE: 14/08/2020

Dear Mr. Knight,  
I hope you're well.  
I am writing to inquire whether you are available on Tuesday 1<sup>st</sup> September at 3pm to discuss The Hastings Project?  
I would very much appreciate you letting me know if this date works.  
Thank you in advance.  
Kind regards,  
T

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## Tips to help you improve your emails

1. **Address your email to a specific person.** Sometimes, if you do a little research, you will find the name of the person you are writing to (therefore bypassing generic terms such as 'Dear Sir' or 'Dear Madam'). Another gender-neutral term is 'Mx.'
2. **Start your email with a friendly and courteous but professional sentence** 'I hope you're well,' for example. You don't have to do this, but you may consider doing it from time-to-time, it will help show a bit of personality.
3. **Set an aim for your email.** In the example above, the aim was to suggest a time to meet and explain the purpose of the meeting which was successful. The email states a time 'Tuesday 1<sup>st</sup> September, 3pm' and the purpose of the meeting 'The Hastings Project). This is further explained in the email subject 'Hastings Project Meeting' when in the previous email it simply said 'Meeting'.
4. **Conclude your email appropriately.** For example: 'Kind regards'.
5. **Be professional but also friendly.** For example, 'I would very much appreciate', 'thank you in advance' etc'.