Professional Emails

Start now!
Why do emails matter?

What is the correct structure for an email?

See a few examples of good emails

Send your own professional emails
73% of millennials prefer communications from businesses to come via email.

80% of business professionals believe that email marketing increases customer retention.

59% of respondents say marketing emails influence their purchase decisions.

Reference: Hubspot, 2020
Which of these is a better email?

Subject: Re: Thursday (9/18)

Dear Mr. Price,

It was a pleasure to host you in our lab yesterday. Unfortunately we do not collect brains from our mice in this lab, though the brains were fixed during perfusion. In the future, we will be able to provide you with spare brains, but it is possible that we do not possess the tools necessary to help you remove them from the mouse.

Should I begin work on the cryostat this week, I will send you a text. It is possible I will not get to it until next week.

Sincerely,
Claire McGregor
Graduate Student
Neuroscience Graduate Program
Emory University
6 steps to write a professional email

1. Subject
2. Salutation
3. Body Text
4. Conclusion
5. Signature
6. Attachments or Hyperlinks
Dear XYZ Project Team Member,

Welcome to XYZ Project. I look forward to working with each of you.

The XYZ Project will be starting soon. I will be heading up this project.

I need to set some ground rules for project communication using this thread:

1. Only communicate with project members.
2. Focus on one thought per email.
3. If the email isn’t about the project, don’t include it in this thread.
4. If you have a question, review the entire thread to make sure
Dear Mr Gallagher,

We were delighted to receive your email concerning the recent discussions we had on the 22nd of June, and will be happy to help you with your request.

It was great to hear from you and hear about your request, so we would like to take you up on your offer and arrange a meeting on 30th June at our offices.

Should you have any more questions or doubts please feel free to contact us. We will be awaiting your confirmation to our meeting.

Kind regards,
Darren
I'm writing in reference to the advertisement for the position of English Teacher published on 15.03.2015 in the Sunday Observer. As a young and motivated English graduate of the University of Nederlands, I believe that my knowledge and dedication will be of value to your college and your students.

I've been involved in various activities of the university which has allowed me to develop strong interpersonal skills and organisation skills. In addition, I have learnt the value of rewards of hard work and dedication throughout my academic life and I'd like to join your school in striving for excellence. Therefore, I'd consider an ideal candidate for this position.

The enclosed resume provides detailed information about me.

Thank you very much for your time and consideration.

Yours sincerely,

Anna Smith
Hi Craig,

Thank you for signing up to Test Drive Kapost. I recently read your blog post “Can Millennials Sell?”

As a millennial myself, this specific line really resonated with me, “Juxtapose this against your average Gen X salesperson who still speaks lovingly of the Blackberry’s tactile keyboard, who maintains maybe just 1-2 social properties, and who prefers the face-to-face meeting to the digital one.” My dad is a successful salesman, who is still using a Blackberry and scheduling in person meetings, ha!

My role here at Kapost is to see if I can answer any questions for you about Kapost, or clarify anything about our platform after taking a Test Drive.

Please let me know if I can provide you with any additional resources.

Best,

Teddy Tehrani
John Doe | Software Architect
FooSoft Inc.
1234 Hollywood Drive, Los Angeles CA 90001
F: 1-234-567-8912 | E: john.doe@foosoft.com | W: www.foosoft.com

JANE DOE
Marketing Manager, Mailbird
ph: (123) 456-7890 w: www.yourwebsite.com
123 Street St. | City, State Zip

Kym Maxwell | Barista
Making great coffee, every day!
M: +1 (333) 11823716
E: kym@coffeeshop.com
A: 5 Livingston Ave
New Brunswick, NJ 08901
Add your email signature
Bonjour

Nous vous remercions d'avoir pris contact avec Douar Tech et d'avoir exprimé votre soutien à nos programmes. Nous sommes une association en pleine expansion qui a un impact profond au Maroc et dans les grands écosystèmes africains et du SWANA ; par conséquent, les partenaires de nos programmes sont en mesure de créer un grand impact avec leurs dons à notre mission.

Pour votre information, j'ai joint notre rapport annuel 2020 afin de mieux visualiser l'impact et la perspective des programmes de Douar Tech. En outre, pour poursuivre la conversation sur la meilleure façon de soutenir l'organisation, j'ai inclus dans ce courriel les membres de notre conseil d'administration pour vous contacter.

Une fois de plus, j'apprécie grandement votre message et le soutien que vous souhaitez apporter aux bénéficiaires de Douar Tech. Je vous souhaite une excellente journée !

Cordialement,
Fay

[Encoded text hidden]

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Dear Partners,

Thank you for attending the debrief session today.

As discussed, please find attached the following documents:

1. ACFB Branding guidelines
2. Link to debrief session video: https://drive.google.com/Redir?m=2&authuser=0&uspf=sharing
3. Debrief session slides
4. Mentoring session template (feedback form has been embedded)
5. Link to the feedback form https://forms.gle/5l6F172EcZxVb6V57

Kindly remember to fill in the mentoring activity form to confirm the people who will be a part of the sessions if you haven’t already done so.

Thank you,

Kind Regards,

[Encoded text hidden]

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Rapport annuel 2020 - Douar Tech_compressed.pdf
1583K
Good morning Mrs. Bennani,

I've worked with your peers in education for 10 years now. One of the key challenges they struggle with is curriculum development. Over the past year we've helped 4 companies to achieve curriculum development strategy, resulting in 100 students empowered with new pedagogical content.

If this issue resonates with you too, let’s schedule a quick call. I have some ideas that may help.

Best,
Hamid Madani
Auto-Entrepreneur
Telephone: +212 (0) 671 34 56 78
Email: h.madani@xxxsarl.ma
www.xxxsarlm.ma
Good morning Mr. Mohamed,

I saw the new technology development your company published about in L’Economiste.

I was impressed by how you managed to make such complex subject matter accessible without sacrificing thoroughness. My team and I are very interested in the work you are doing with data technology and its use with vulnerable groups.

We have experience working with vulnerable communities in Morocco and would like to schedule a meeting with your team. Would you be interested in a call?

Best,
Fatima Meskour
Auto-Entrepreneur
Telephone: +212 (0) 534 34 56 78
Email: f.meskour@xxxsarl.ma
www.xxxsarla.ma
Things to remember

1. Emails should be written in French or English
2. Attach or link references
3. Keep it standard with your format
4. Stand out in your email signature
5. Be Responsive within 48 hours
Your Challenge Today

Send a professional email to contact@douar.tech!
You MUST consider...

1. Formal email format
2. Sell your product or service
3. Create your email signature

30 minutes to send your email...