

Writing Business Emails

When writing a business email, it is important to execute your message clearly, concisely, and professionally – all while using the correct tone.

You should address these questions: Who is the email for? What is the purpose of the email? What is the message you want to send to the reader? How will you deliver it?

Recipient of the email

Addressing your email to a specified audience is important for business emails. It makes sure the message is being delivered to the correct person or group of people. Making sure your email is only being sent to who the message is specifically for will reduce irrelevant emails to people who don't need them.

Ex. The store manager for Cupcakes Inc. is informing the accounting department that they are required to work from home on Monday, March 16th.

Incorrect: To: Rumabel Mateo, Human Resources Manager, Cupcakes Inc., Cupcakes Inc. Sales staff, Cupcakes Inc. Accounting department
Correct: To: Cupcakes Inc. Accounting department

Subject Line

The subject line of the email signals whether the recipient should open the email or not. Including a *concise*, *clear*, and *relevant* subject line is important because it portrays the purpose of your email. Avoid using words that come across as alarming when there isn't a sense of urgency for your email.

Incorrect: Subject: WFH – Accounting Dept.
Correct: Subject: Accounting Dept. Work from home March 16

Body of the email

Include a professional salutation to, once again, address the reader. In professional business emails, you must avoid using colloquial salutations.

Incorrect: Hey guys,
Correct: Hi everyone,

When writing the body of your email, you need to deliver your message clearly and concisely, while using a professional tone.

To: Cupcakes Inc. Accounting department
From: Rumabel Mateo, General Manager, Cupcakes Inc.
Date: March 15, 2020
Subject: Accounting Dept. Working from home March 16

Hi all,

INCORRECT: I am writing to you today to tell you all that on Monday, all employees will be working from home because management will be taking this time to discuss mandatory company standard changes. See you all soon.

CORRECT: Management will be having a mandatory meeting that will take place on March 16th to discuss upcoming company standards changes. Due to this meeting, we ask that all employees in the accounting department work from home that day.

Thank you and see you all on Tuesday.

Signing off the email

When signing the email off, avoid using colloquial terms – just like your salutation. Here are some of the most common email signatures:

- Kind regards
- Sincerely
- Best regards
- Cheers
- Thank you
- Best

Overall

INCORRECT:

To: Rumabel Mateo, Human Resources Manager, Cupcakes Inc., Cupcakes Inc. Sales staff, Cupcakes Inc. Accounting department
From: Rumabel Mateo, General Manager, Cupcakes Inc.
Date: March 15, 2020
Subject: WFH – Accounting Dept.

Hey guys,

I am writing to you today to tell you all that on Monday, all employees will be working from home because management will be taking this time to discuss mandatory company standard changes. See you all soon.

Thanks,

Rumabel Mateo, General Manager, Cupcakes Inc.

CORRECT:

To: Cupcakes Inc. Accounting department
From: Rumabel Mateo, General Manager, Cupcakes Inc.
Date: March 15, 2020
Subject: Accounting Dept. Work from home March 16

Hi everyone,

Management will be having a mandatory meeting that will take place on March 16th to discuss upcoming company standards changes. Due to this meeting, we ask that all employees in the accounting department work from home that day.

Thank you and see you all on Tuesday.

Kind regards,

Rumabel Mateo, General Manager, Cupcakes Inc.