



# University Centre Abdelhafid Boussouf E-learning Centre



English – Level 3

## Lesson 08

### Techniques to Write Effective E-mails in Business Settings

<b>Pedagogical Staff</b>			
Name	Grade	Institute	E-mail Address
<i>Djalal Mansour</i>	<i>MCA</i>	<i>Letters and Languages</i>	<a href="mailto:Djalal.mansour@centre-univ-mila.dz"><i>Djalal.mansour@centre-univ-mila.dz</i></a>
<i>Ghada Boucharef</i>		<i>Letters and Languages</i>	<a href="mailto:ghada.boucharef@gmail.com"><i>ghada.boucharef@gmail.com</i></a>

<b>Students Concerned- Semester 06 -</b>			
Institute	Department	Year	Specialty
<i>Letters and Languages</i>	<i>-Foreign Languages</i>	<i>Licentiate 03</i>	<i>French</i>
<i>Economic Sciences</i>	<i>-Economic Science -Commercial Science -Management Science</i>	<i>Licentiate 03</i>	<i>All specialties</i>

### **Objectives of the Lesson**

- This lesson is intended to teach students the effective way of writing business e-mail to help them communicate professionally in business settings and build professional relationships.

### *Techniques to Write Effective E-mails in Business Settings*

- There are many techniques to write a well-formed business e-mail. Below are seven important tips to do so :
  1. **Set a subject:** giving your e-mail a title makes it more likely to be read.
  2. **Say a greeting:** starting with a polite salutation make the impression that the e-mail is formal. e.g. : **Dear Ms Salma, Good afternoon Mr. Johnes, ...etc**
  3. **Define the purpose:** provide a line on what you are writing about makes the recipient follow the lines of the e-mail. It should be clearly and concisely stated. (See the previous lesson)
  4. **Call to action:** stating what you want makes the recipient understand you clearly. You can include some details in this stage. You need to define who needs to perform what.
  5. **Make an adequate closing line:** in order to finish a business e-mail you need to leave off a line that suits your situation. (e.g.: **Sincerely, Best regards, Best ...etc.**
  6. **Signing off:** stating your full name and your position at the end of the e-mail is an important step when writing business e-mails. It resembles personal signature in ordinary letters.
  7. **Proofread your e-mail:** in order to avoid being ignored by the recipient, you need to check both spelling and grammatical mistakes in your e-mail. You need also to avoid writing in capital letters as well as avoid using emojis and write important words in italics not underlining them.

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See, The Six Key Components to Properly Structure a Business E-mail. Retrieved from [www.emailoverloadsolution.com](http://www.emailoverloadsolution.com)

How to Write a Business E-mail, Mary Cullen, Originally published October 7, 2021on [www.instructionalsolutions.com](http://www.instructionalsolutions.com)

See, Tips & Techniques on How to Write a Business E-mail, Mitchel Holt, [www.smallbusiness.chron.com](http://www.smallbusiness.chron.com)