

## What is a Business Email ?

- ➡ Business email is an essential communication tool with employees and external organizations, including customers, subscribers, and stakeholders.
- ➡ As well as sharing information and updates, business emails can be used to market products, manage complaints, support customers, and engage suppliers.
- ➡ A business email is the lifeblood of any modern company.
- ➡ Business emails are typically short, polite, and written with a clear purpose.
- ➡ However, business emails don't need to be boring. If written correctly, an effective business email can inform, engage, and inspire any reader.
- ➡ A business email is a specialized mode of communication tailored for professional interactions.
- ➡ At its core, a business email is distinct from personal emails in one significant way : its domain.



## How to write a Business Email ?



➡ Wiring a great business email involves a little process and a little psychology.

- ➡ First, you'll need to understand how to format a business email, including a great subject line, appropriate greeting, body copy, and ending.
- ➡ But more than that, you need to go beyond providing information and delivering a little inspiration, too.
- ➡ Every email is an interruption.
- ➡ You're asking someone to read your email, so it must have value.
- ➡ Your email must have a purpose and state it clearly and quickly.
- ➡ Don't waste time or words getting to your point, be clear with why you're messaging and what you want.
- ➡ We all receive hundreds of emails a day, so you must work hard to avoid "standardized, vague, and impersonal realizations of interpersonal moves" which means personalize your emails and keep them interesting.

# Business Email Format

- ▶ The basics of how to write a business email format should be familiar to anyone online. The typical formal business email format has five core parts, including:

1. Subject Line

2. Formal greeting

3. Body copy

4. Closing phrase

5. Signature



## Business Email Greetings

- ➔ There's no magic in how to start a business email.
- ➔ You have to use a formal email greeting and an appropriate email opening sentence.
- ➔ The core of your message depends on who you're contacting, what you want, and why.
- ➔ However, the basics of how to start a good business email are pretty standard.
- ➔ Many people want to know how to start a business email conversation with someone they have never met. If you know the person's name, it's polite to start with:
  - ➔ Dear (person's name)
  - ➔ Use their full name and avoid a title (such as Mr or Mrs) as these are outdated and could cause offense.
  - ➔ Suppose you're finding it difficult to decide how to address someone in a business email.
  - ➔ In that case, we suggest being formal rather than being informal.
  - ➔ So while you're OK to use any opening you choose in a personal email, if you're wondering if you can use 'Hi' in business letters or emails, we would advise against it.
  - ➔ Unless you know the person, overly informal greetings such as 'Hey' could come across as informal and unprofessional, which could kick off your relationship on the wrong note.

