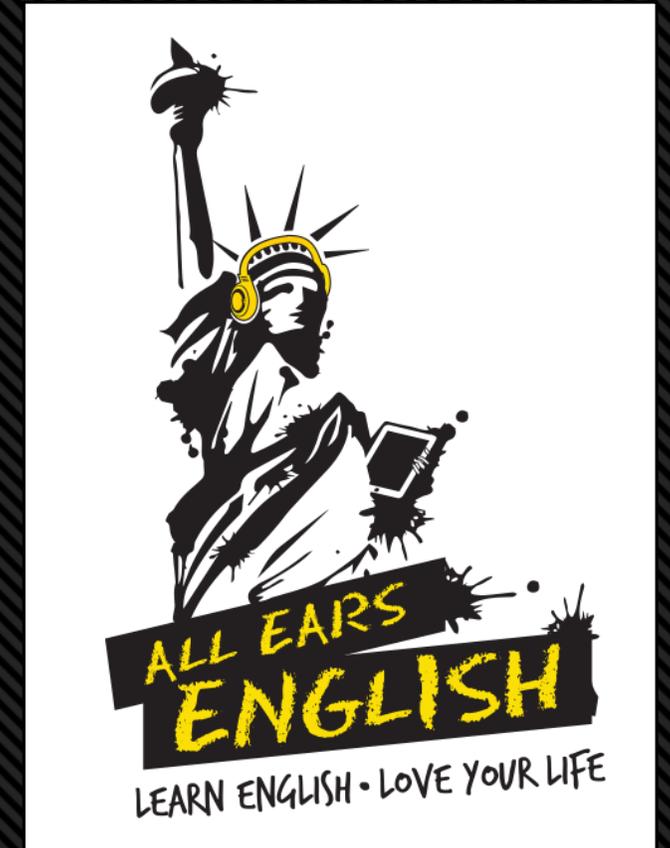


4 Mistakes You Are Making with your Emails in English



All Ears English

Connection NOT Perfection!

4 Mistakes You Are Making with your English Emails:

- Your greeting is inappropriate
- You get to the point too quickly
- You don't organize your ideas
- You don't tell people what to do next



#1) Your greeting is inappropriate

You need to make sure that your greeting matches the relationship that you have with the person and the context of the email.

Appropriate Greetings

Business

Hi (name),
(name),
Dear (name),

Friend or acquaintance

Hey (name),
Hi (name),

#2) You get to the point too quickly

Small talk is a crucial way to set the tone for an email and build rapport with someone.

Don't skip it.

How to Make Small Talk in an Email

- "Thank you for your email"
- "I hope your day is going well."
- "How is your new project coming along?"
- "I hope you had a nice weekend."
- "I hope you are having a great week."
- "How is your day going?"

#3) You don't organize your ideas

Don't waste
people's time.

In the US, long and
flowery language is
not good writing,
especially in the
business space.

Make your email
easy to consume.

How to Organize Your Ideas

- Don't say more than you need to say to get your point across
- Keep the email short and concise
- Break up the text into paragraphs
- Use the active voice NOT the passive voice

#4) You don't tell people what to do next

What is the action that you want people to take after they read your email?

Be specific and direct.

How to State Your Call to Action

- “Please follow up by phone to let me know if you are interested.”
- “Let’s touch base on this next week.”
- “Would you let me know by Monday if you want to join us?”
- “Please meet me in my office on Tuesday at 4pm.”

Thank you!

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