

Oliver:

Hi my name is Oliver and your new coach for today's topic. I would like to talk about how to write successful emails in English. I'm joined today by Bridget who is American and who has a lot of experience in writing emails. So Bridget, writing an email has become so common nowadays, do you have any clue how many emails you writing or receiving every day?

Bridget:

Hi Oliver. On slow days I probably receive around fifty emails and on busy days it could be about a hundred and fifty. Some emails are much better written than others.

Oliver:

So what makes a better email? If you follow these basic rules your email will be definitely one of the better ones. One rule is called KISS. Bridget, could you explain to me what the worst KISS means and describe some other do's and don'ts.

Bridget:

Certainly. KISS means **Keep It Short and Simple**.

Apart from that rule there are some basic guidelines to follow when you're writing an email:

- Start every email with a capital letter
- Keep your emails short and concise
- You should plan and structure email before you start writing it.
- You need to think about the reader and make sure that the writing style is neither too formal or too casual.
- Try to write it on your own and avoid using online translators.
- Stick to a common structure starting with the subject line for example "Re: Invitation"
- The greeting with: "Dear Mr Smith"
- The introduction or reference could be: "thanks for the invitation"
- Then you move on to the body: "Yes I'm glad to accept" and so on.
- You come to the complimentary close with for example best regards.
- Finally your signature.
- You also should use contractions such as can't don't I'll and so on.

Oliver:

Let's talk about the topic of false friends. I remember that one of my students finished every email with "thank you for the massage", or someone wrote "I wish you what". Do you have some examples for false friends?

Bridget:

Yes I have a few.

- Aktuell: in English we wouldn't say actual but "aktuell" means rather current.
- Become: Word for word translation from German you would say "I become a letter" but it should actually be "I get a letter"
- Chef: in English, a chef is a cook so you wouldn't refer to a boss or superior as the chef.
- Termin: We wouldn't say Termin or term but rather appointment or date.
- Protokoll: is not protocol but rather minutes of the meeting.

Oliver:

Another problem concerns the date and time in emails. In German you start the date with the day, the month and then the year. And the time is usually expressed as fourteen o'clock. What is the difference to American English?

Bridget:

We start with a month followed by the day and then the year. So for example four five twenty. We would say April fifth two thousand twenty. Whereas in German you would say the fourth of may twenty twenty. And the time: instead of saying fourteen o'clock we use AM and PM. AM is the morning time and starts at midnight and goes until eleven fifty nine in the morning. PM is the afternoon and evening beginning at twelve o'clock noon and goes until eleven fifty nine in the evening.

Oliver:

Another topic is abbreviations. Americans love abbreviations in emails. could you explain the most common ones Bridget?

Bridget:

Yes we do love abbreviations in emails.

- **EOB** or **COB**:. for end of business or close of business that's often when referring to a deadline for feedback.
- **WFH**: Stands for working from home. This notifies coworkers that you're working remotely for the day.
- **RSVP**: Stands for "repondez s'il vous plait". And this is actually just indicating that you want somebody to reply whether they are planning to attend an event or not.
- **OOO**: Means out of office this is the standard acronym for when you work out of the office.
- **IMO**: Means in my opinion. When submitting feedback it's a humble way to give feedback without sounding like an opinionated know it all.
- **BTW** stands for by the way and it's typically sent after you forget to mention something in a previous email.
- **IDK** stands for I don't know. It's an informal abbreviation typically used in the body of the copy.
- **FYI**: for your information and it's used when adding a side note to your email.
- **I/O**: instead of.
- **ASAP**: used when you're trying to indicate when you want a feedback as soon as possible.

Oliver:

Wow, so many acronyms. Last question for today Bridget: How do you end an email?

Bridget:

There are a few different ways. For a very formal close you can use: **Sincerely yours; Yours Truly; Respectfully Yours.**

For a less formal close you could say **Sincerely; Regards; Best regards; Kind regards.**

And for very informal closes you could use: **Best wishes; Take care; Thanks; Best; Cheers; See you.**

Oliver:

Thank you very much Bridget for all these insights on business email writing.

So please have a look at the script below and do the following exercises. As always, you can download your certificate, if you answer all the questions correctly.

For more information, please send a mail to podcasts@advanx.de. See you later. Bye, bye.