GRAMMAR: WRITING AN EMAIL

Commercializing your business or responding to prospective sponsors or customers require different levels of English. Unlike casual or semi-formal conversation, writing an email requires a specific structure and formal sets of words.

An email has different parts—subject, sender, date and time received, reply-to, recipient, recipient email address, and lastly, attachment. Each section has a vital part and should be filled up when making an email.

SUBJECT
This is where you put the title or the reason why you'll be writing an email. This helps the receiver not

SENDER
This is literally where you put your email to connect it to your receiver's account.

RECIPIENT EMAIL ADDRESS
Like the section 'sender', you can put the email of your receiver to this section. Recipients could be one or more emails, depending on the content of the email.

MESSAGE
In writing an email, it always begins with a greeting. It should be eye-catching but still maintains the formal tone to the whole content. Most common words are "Greetings!" "Good day!" or "Hi (name)". It also includes a short introduction of the sender. It follows with the intention, suggestion, request. Lastly, put some detailed benefits or offers. End it with a closing remark.

In introducing your name, it should be in proper order—name, job title, then company name.
If you know the receiver personally, you can begin with a friendly opening like "I hope you had a nice Christmas." You can begin the body with the praise, "As we discussed", "As discussed prior", and different ways to connect your past conversation with your receiver.
When you're writing an apology, put an apology phrase in the beginning and last sentence of the paragraph. Putting your contact before the last closing remarks is suggested to encourage you to have a reply after your message.

To help write a more formal and effective writing, here are some words.

AS AGREED	IN LINE WITH THE TERMS AND CONDITIONS
I LOOK FORWARD TO HEARING FROM YOU.	I APPRECIATE YOUR QUICK RESPONSE.
THANK YOU FOR YOUR QUICK RESPONSE.	I'M GRATEFUL FOR THE SPEED OF YOUR RESPONSE.
PLEASE LET ME KNOW	PLEASE KEEP ME UP TO DATE
SORRY FOR THE INCONVENIENCE.	WE ARE VERY GRATEFUL THAT YOU HAVE TAKEN THE TROUBLE TO WRITE TO US.
REGARDS	YOURS SINCERELY

ATTACHMENTS

Lastly, it is preferably better to attach some files to support or email by adding some reports or pictures.

Having enough knowledge of writing an email would be a great help to communicating with your clients. There are still many ways to write an effective email which is not yet covered here.