

The Email

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by Andy Boon

Book 5

Pocket Reader Series

SAMPLE

Halico
CREATIVE EDUCATION

Pocket Readers Overview

The 10-book business reader series tells the story of your first year working in the product marketing department of *ABC Convenience Stores*. The series looks at skills and strategies for being successful in interviews, the first week on the job, giving presentations, taking part in meetings, writing emails, entertaining business clients, going overseas on business, dealing with office conflict, launching new products, and mentoring new staff.

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SAMPLE

1. The Beginning

The story begins with you. Last month, you started work in the product marketing department of *ABC Convenience Stores*. You did a business presentation (*See Book 3*). You also chaired a business meeting (*See Book 4*). The presentation and meeting were about the partnership deal between the very famous fast food chain *Underground Sandwiches* and your company, *ABC Convenience Stores*. On the 20th of this month, you will begin to sell ten of their most popular sandwiches in your stores.

Today is Thursday morning. You are sitting at your desk working.

You are very busy. You have many emails in your inbox. You will need to reply to some of these emails. Also, you have many other emails to write and send. You spend time reading emails. You spend time writing emails. You work quickly, but you make a lot of mistakes.

SAMPLE

2. Unsuccessful Emailing

2.1 Email 1: Email to Ms. Igarashi

You read your notes from yesterday's meeting about the partnership deal with *Underground Sandwiches*. You remember that you need to email Ms. Igarashi. Ms. Igarashi is in charge of partner marketing at *ABC Convenience Stores*. Today, she will talk to the director about the launch of the 10 new sandwiches. She will talk to him about the delay to the delivery of avocados. She will check if you can hold back the launch of some of the sandwiches.

“I wonder if she has spoken to the director about the delay yet,” you ask yourself. You decide to email her to find out:

To: Setsuko Igarashi

CC:

*Subject: URGENT: Product launch delay
– talk with director?*

Dear Ms. Igarashi,

I hope you are well. You look very busy today.

I'm really enjoying working here at ABC Convenience Stores. I have been here a month now and I have learned a lot. I have also met some very nice people. Thank you for all your help.

I remember the first week on the job. I was very nervous. I believed I would make many mistakes. However, everything is going really well.

Thank you for the opportunity to attend yesterday's meeting. It was great to meet Sally Harrison and John Turnbull. I think the meeting was a big success. I

think the partnership deal will work really well. I will contact Sally Harrison today about my visit to Underground Sandwiches. I think I can learn a lot from her. The online training program will be great. It will really help our staff be ready for the launch.

I also really liked John Turnbull's idea for the poster to advertise the sandwiches. I think this will really have an impact on our customers. I'm sure they will buy many sandwiches.

I also think our campaign is a great idea. Offering free sodas to customers will help us to sell more sandwiches. I am sure this will really work well.

As you know, we do have a big problem with the delivery of avocados. Therefore, I am writing to check about the delay to the launch. Did the director agree with the decision to hold back on the launch of some of the sandwiches? If yes, how

many sandwiches will we delay?

*Thanks for your help,
Best regards,
[YOUR NAME]*

You continue with your work. About twenty minutes later, Ms. Igarashi calls you over to her desk. She looks a little angry.

“Why did you send me this email?” she asks. Your email is open on her computer screen.

“I... err... I was reading my meeting notes. And, I...err...I wanted to know what the director said about the delay to the launch,” you reply. “So, I thought I’d send you an email.”

Ms. Igarashi looks at you. “Well, in your email, you wrote *‘I look very busy today.’*”

“Yes!” you reply.

“Well, I AM very busy today,” Ms. Igarashi says. “I’m too busy for this.”

You look sad. “I’m sorry,” you say. “Did I do something wrong? Did I make a mistake?”

Ms. Igarashi looks at you again. She looks a little less angry than before. “Look, let me help you. There are three things wrong with this email. Number one - You need to **get to the point** much more quickly. Your reason for writing the email is at the

very end. I have to read from here - *'I hope you are well'* to here - *'I'm sure this will really work well'* (Ms. Igarashi uses her finger to point on her computer screen). Then, finally, I get to the point of your email. It takes too much time to read. I'm busy. You're busy. Everybody's busy."

"Okay. I understand," you say. "I have to get to my point more quickly."

"Yes!" Ms. Igarashi says. "Number two - You wrote *'urgent'* in the subject line of the email. Is this email really urgent? We only had the meeting yesterday. I don't plan to speak to the director until this afternoon. You don't need to know the director's

4. Language Focus and Tasks

4.1 Vocabulary #1

Read the following sentences. What do you think the words in **bold** mean?

1. You need to reply to this email quickly because it is **urgent**.

2. Instead of writing a long email, you need to **get to the point** more quickly.

3. I am still working on this email so I saved it to my **draft** folder.

4.2 Vocabulary #2

Read the definitions to the words in Task 4.1. Did you guess the meanings of the words correctly?

Urgent:	(Adjective) Very important. An urgent email needs to be read and replied to quickly.
Get to the point:	(Idiom) To get to the most important part; To get to the reason or purpose for something.
Draft:	(Noun) A piece of writing that is not the final version and may still require changes.
Attachment:	(Noun) A file that is sent along with an email (e.g. Word document, PDF).
Typo:	(Noun) Small mistakes made in error when typing a message (e.g. spelling)
Sincere apologies:	(Phrase) A polite, formal way to say sorry; Sincere (adjective) is real, honest and Apology (noun) is the act of saying sorry.

4.3 Useful Language: Email

1. Subject

Product launch delay – talk with director?

Report on meeting with *Underground Sandwiches*

Yesterday's meeting with *ABC*

2. Salutation

Dear Ms. Igarashi,
Dear Kevin Wei,
Dear Sir or Madam,

3. Opening

I hope you are well.
I'm sorry for my delay in getting back to you.

Thanks for your email.

4.4 Reflection Questions

1. What mistakes did the new employee at *ABC Convenience Stores* make when writing and sending business emails?

2. What advice did Julie Morris give the new employee in the Email Training Workshop? How did the new employee improve the unsuccessful emails?

3. Talk to a friend. What other mistakes could you make when writing, sending, and replying to business emails?

4. Talk to a friend? What other things could you do to make your business emails successful?

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