



## Unit 15 — Writing Effective Emails

**Reading: An email exchange between an applicant and HR Manager**

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Miray sat staring at her laptop, contemplating. She was trying to finally write a speculative application to her dream employer, a well known shipping company. Somehow she felt unsure about everything, from which tone to choose to how to advocate for herself. She knew that she needed to be formal, but she wasn't sure whether to be excessively so or merely to use normal business terminology. Should she use "Sincerely," "Regards," or another phrase as her sign-off? Since she didn't know who was in charge of hiring, she wasn't even certain how to address her email. As the role wasn't officially advertised, she needed to come up with a compelling subject line and preview that would catch the recipient's interest. Perhaps there was a suitable template online? Miray had heard that personalizing emails was crucial for success, but how should she achieve this when she didn't know who would be reading her application? "Why is writing emails so hard?" she thought to herself. She took a deep breath and started typing:

...

**Thank you for your interest!**

**Please visit the Shop to get the complete PDF.**

### Discussion Questions

Write an application email for a study abroad scholarship. Describe why you want to study abroad and why you deserve this scholarship. Choose a formal tone. Make sure to write an effective subject line and preview!

Imagine you want to buy party decorations for your co-worker's birthday party. Write an email to "Balloons & Party Supplies", describing what you need and asking for any additional information required. At the end, place your order. Make sure to write an effective subject line and preview!

Imagine your friend got into a fight with a co-worker and is trying to address the situation in an email, with HR CC'd. You are helping them craft the email, talking about what happened, apologizing for your part, and talking about how to move forward. Write in a polite and professional manner, but stay firm in defending your friend's perspective.