

## All about warming up your emails

### An example email template:

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|--|---|
| From: <a href="mailto:toby@tlp.lu">toby@tlp.lu</a>   | Copy the relevant people but don't over 'cc'. This can feel 'over the top' (excessive).   |
| Date: 25.04.21 16:07:42  |   |
| To: <a href="mailto:poppy@tlp.lu">poppy@tlp.lu</a>   | The title should be clear and short.  |
| CC: <a href="mailto:louise@tlp.lu">louise@tlp.lu</a>   |   |
| Subject: English for manufacturing PDF   |   |
| Hi Poppy,  | Ensure a warm and friendly start.   |
| I hope your week is starting well.   |   |
| In this style of email use short sentences, accessible and warm language, and make sure your email is acronym/jargon free.   |   |
| Are you free to meet tomorrow at 10.00? We can do a final review of the English for manufacturing PDF. Once we have done a final check – it is good to go. You could then send it out to the contact list you developed last week. Can you do a final typo check before we meet as well? |   |
| Let me know if this time works for you.  | Ensure you end in a warm and friendly way.  |
| Best<br>Toby   | Is the email sandwich too much! You will notice I use a polite expression at both the start and end of the email. I think that taking the time to add a short and warm sentence, in this crisis period, adds a little warmth to your communication style. It can be just as effective with a client, supplier or really good colleague. |
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### How to finish an email a recap!

- Best regards (*Formal – ideal for first contact, customer, supplier, senior management*).
- Kind regards (*Formal but suggesting a good rapport*).
- Warmest regards/Kindest regards (*Formal, useful for special occasions/expressing sympathy, for example if someone has suffered a loss*).
- Best wishes (*Formal/semi-formal, can be used around Christmas or to express more warmth. I used this convention in the first Covid-19 wave*).
- Best (*Semi-formal and warm*).
- Regards (*Semi-formal but a little cold!*).
- All the best/Cheers (*Nice but I think slightly 'old school' old-fashioned expressions!*).

### 10 good techniques to use when warming up your email.

- 1) **Start your email differently.** I recommend using 'Hi' when you communicate with a good contact. I don't recommend 'hello' as I think it works better as a spoken convention.
- 2) Consider a **warm and friendly opening sentence** or going straight to the point. 'I hope your week is going well', for example.
- 3) Choose **fewer formal words** in the body of your email. Phrasal verbs can be useful in relaxing your email style. Consider the difference.  
'... the meeting has been cancelled.'  
'... the meeting has been called off.'
- 4) Use a greater number of **feeling based expressions/expressions giving thanks**.  
'It felt good to finally finish the ...'  
'Thank you for your insights yesterday...'
- 5) Use more **contractions**, 'I don't' v 'I do not...'
- 6) Use **ellipsis selectively and with care**. Ellipsis is the deliberate act of missing out words.  
'Please send me the report when you have some time' v 'Would you please send me the report when you have some time.' The danger here is that you come across as too directive.
- 7) Play with your **punctuation**. When I am writing a more relaxed email to a colleague, I often use a dash – in place of a comma (,).  
'Thanks for sending the email to xxx – did you get any feedback?'
- 8) **Ask direct questions**. 'Do you think we should send this directly?' – rather than 'In your opinion, would it be worth sending this directly?'
- 9) Soften your **closing statement**. 'Let me know if you have any questions' rather than 'I remain at your disposal for any further questions you may have'.
- 10) **Sign off** with a semi-formal convention. Consider using 'Best' as a warm way of ending an email to a good colleague.