



FARM Academy
أكاديمية المزرعة

How to Write a Professional Business Email / Step-by-Step - 2



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The 4 Essential Parts of an Email

1. The subject line.
2. Salutation
3. Main Body
4. Closing

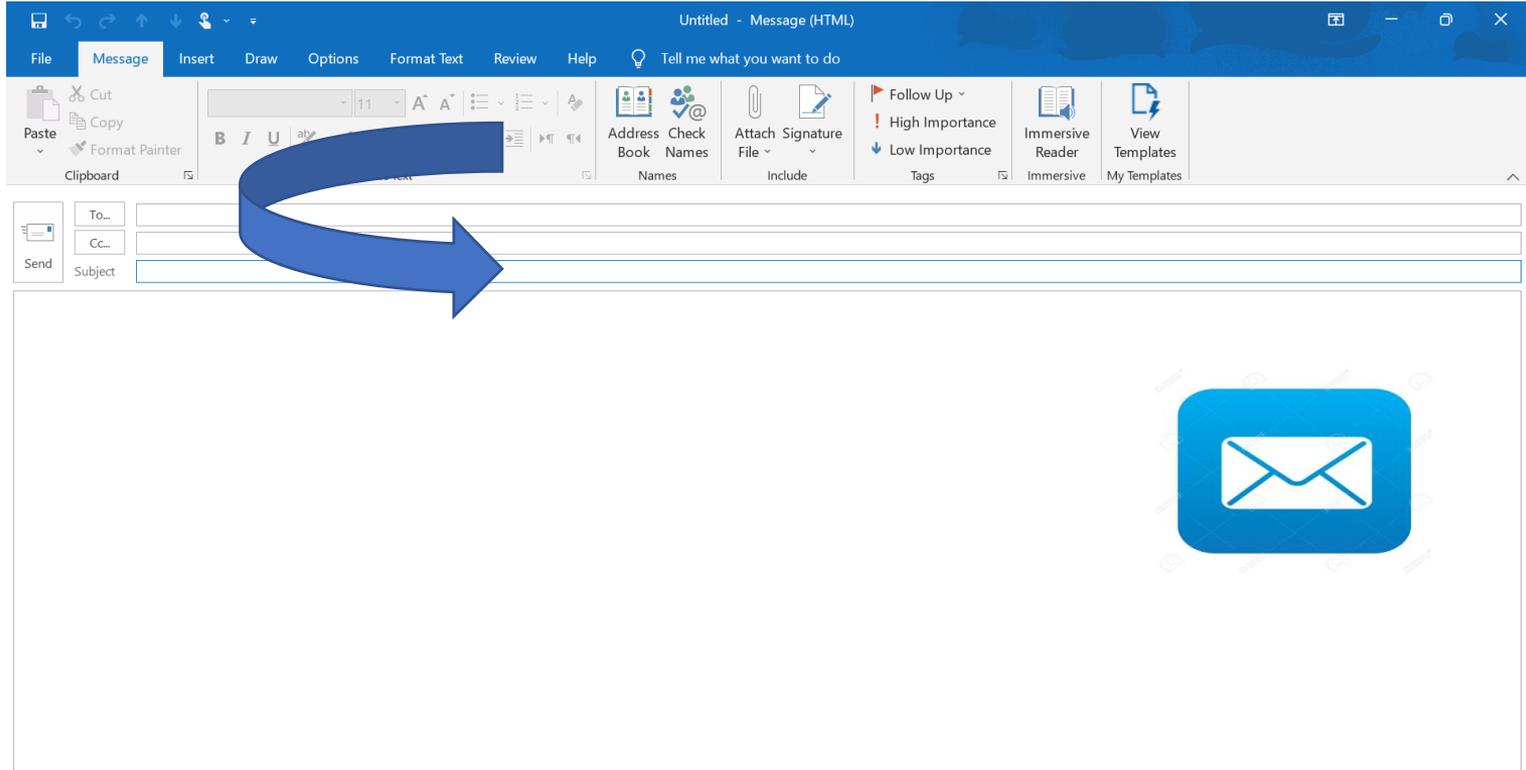


The 4 Essential Parts of an Email

1. The subject line.

The deciding factor is whether your message is read or deleted.





Writing a Formal Business Email

1. Subject Line

The subject line is what the reader **FIRST** sees in their inbox.



Writing a Formal Business Email

1. Subject Line

If the subject line is misleading or missing information, your email may not get read. The message may even be sent to spam.



Writing a Formal Business Email

1. Subject Line

Required Student Meeting: December 5th, 9:30 a.m.

~~Upcoming Meeting~~



Writing a Formal Business Email

(1) A Concise, Direct Subject Line

Examples:

- Making an appointment.
- Calling for a meeting
- Invitation to a Business lunch
- Making a complaint
- Replying to a Complaint Email



Writing a Formal Business Email

(1) A Concise, Direct Subject Line

Examples:

- Discussing the latest decisions by ----.
- Booking two tickets
- Invitation to a party
- Making a request about -----.
- Replying to a request



Writing a Formal Business Email

(1) A Concise, Direct Subject Line

Examples:

- Discussing the latest decisions by ----.
- Booking two tickets
- Invitation to a party
- Making a request about -----.
- Replying to a request



Activity 1



(1) Your manager wants you to arrange a meeting for all other branch managers. The best subject will be ---.

- a. Arranging a meeting
- b. Branch Managers' meeting
- c. Upcoming meeting



Activity 1



(2) You want to book two tickets for traveling by train to Riyadh via email. The best subject will be -----.

- a. Booking two seats
- b. Booking First–class tickets for two people to Riyadh
- c. Please book two tickets to Riyadh



Activity 1



(3) You went to a restaurant, and you found that the food was bad, and the waiter came late. The best subject will be -----.

- a. A complaint about bad food
- b. A complaint about a bad product
- c. A complaint about bad service



Activity 1



(4) One of the customers was angry about a product he bought two days ago as it was not working properly. He wrote a complaint email and you as a manager of the branch wrote a reply. The best subject will be ---.

- a. Arranging a meeting
- b. Satisfying the customer
- c. A Reply to a complaint about a faulty product



Activity 1



(5) You have an appointment with one of the clients and you would like to send an email to cancel the appointment. The best subject will be -----.

- a. Making an appointment
- b. Cancelling an appointment
- c. Delaying a meeting
- d. Renewal of Iqama



Activity 1



(6) You write a request email to the HR department asking them to renew your Iqama. The best subject will be -----.

- a. Making an appointment
- b. Cancelling an appointment
- c. Please renew my Iqama
- d. Renewal of Iqama



Activity 1



(7) One of the customers sends an email requesting an appointment at 7:30 p.m. the next day and you will have another meeting with your manager at the same time. The best and most appropriate subject will be -----.

- a. Arranging a meeting
- b. Cancelling a meeting
- c. I will be busy tomorrow.
- d. Rescheduling an appointment



Activity 1



(8) You have an appointment with one of the clients and you would like to send an email to cancel the appointment. The best subject will be -----.

- a. Making an appointment
- b. Cancelling an appointment
- c. Delaying a meeting



Activity 1



(9) You have a technical problem in your PC, and you want to send an email to IT department stating that the problem is in the software. The best and most appropriate subject will be -----.

- a. Guidelines for Technical prob
- b. Software Technical Problem
- c. Solving my technical problem as the PC is owned by the company.
- d. The problem is in your programs in the company. Solve it.



Activity 1



(10) You must leave work and you want to send an email telling your manager that it is an emergency case. The best and most appropriate subject will be -----.

- a. Guidelines for permission
- b. Asking for Permission to leave work: An emergency case.
- c. Solving my personal problems.



THANK

-YOU-

