Communicate with Impact

ENGLISH & BUSINESS COMMUNICATION

ETIQUETTE

What is Etiquette ?

- Etiquette is about being comfortable around people and making people comfortable around you.
- Etiquette still “opens door”

Life is more pleasurable and easier when we know :

- What to expect from other people
- What they expect from us
- How to respond in an appropriate way

ETIQUETTE

What is Business Etiquette ?

- Putting to work those soft skills which provide us with the confidence to handle people and situations with tact, diplomacy and respect in the business environment .
- Ignorance can be costly.
- Many potential business and profitable alliances have been lost because of unintentional breach of manners .

In business, first impressions matter. Studies show over 70% of professionals judge credibility based on writing quality.

Even one poorly written email can damage your professional image and cost you trust.

Sloppy /Careless Email writing signals lack of respect for your customers , clients or colleagues .

Effective Email

Email mistakes can be costly ?

- Create misunderstandings
- Delays deadlines
- Lowers opinion of you
- Delays deliverables
- Sabotage your career

Well drafted Emails will ;

- Maintain your credibility
- Project professional image
- Save time for yourself and your readers

Tips & Techniques

- Plan your message
- Plan your writing

1. Why are you writing ?
2. Who are you writing to ?
3. What do you want to say ?
4. What results you need ?

-Ask these questions to yourself for every Email you send

- Decide your purpose –What you want to accomplish by sending the Email /What business need my Email serve ?
- Purpose should be easily identified in every mail you send
- Structure your message –Keep it effective & professional

Tips & Techniques

- Use your subject line to frame the entire message
- ✓ It tells what the mail is all about
- ✓ Draws reader's attention
- ✓ It gives a reason to open the Email
- ✓ Its first & most important opportunity to get your message across

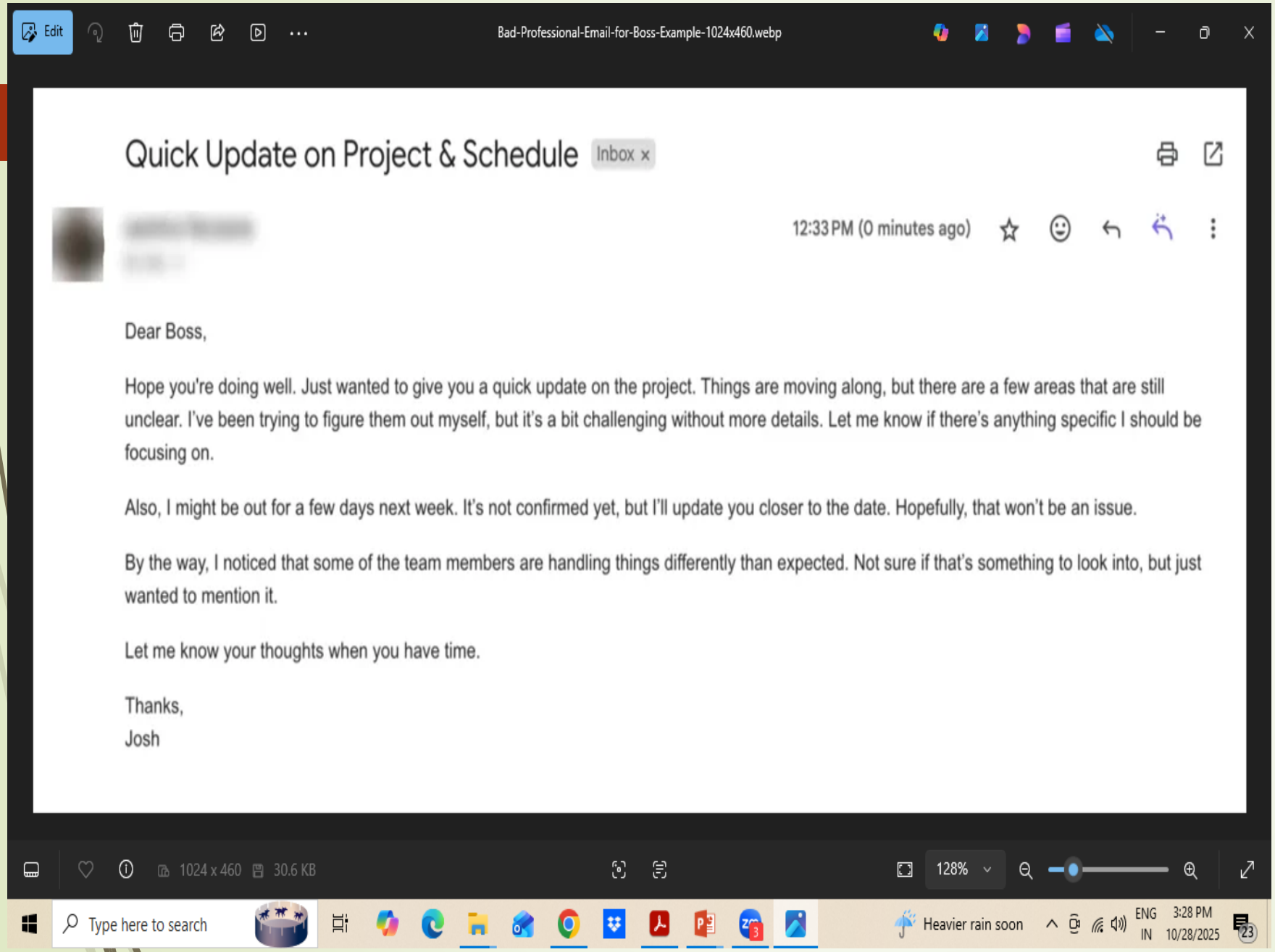
- Word subject line carefully
- Make subject line descriptive & engaging
- The language should be clear & concise
- Use short paragraphs & bullet points
- Eliminate unnecessary words
- Avoid repetition

Email Etiquette

- Subject line- Keep it clear, short & relevant. Avoid vague subjects like Hi, or urgent !!! ,just for U etc.
- Use a polite greeting & salutation –Depending on formality e.g. Dear Sir/Madam, Dear _____
- Purpose in the opening of the mail – Start with the reason for writing the mail in the first line .E.g. With reference to our discussion on _____ last week , I would like to inform you……
- Tone & language – Keep it polite, positive & professional .Avoid slang, E-mojis, jargons, acronyms
- Structure & clarity – Write short paragraphs & bullet points for clarity.
- Keep the language clear ,correct ,concise and complete
- Use proper punctuations .
- Proofread before sending the mail- Check for spellings, grammar & tone.
- If your are attaching an file/attachment ,mention clearly in your mail .
- Professional Signoff – End with courteous close : Best regards/Kind regards followed by your name & designation

Email Etiquette

- Don't use CAPITALS-THIS IS SHOUTING
- Don't email offensive remarks
- Don't attach unnecessary files
- Answer Promptly
- Don't email confidential information



What's wrong ?

"Quick Update on Project & Schedule" doesn't indicate urgency or key points

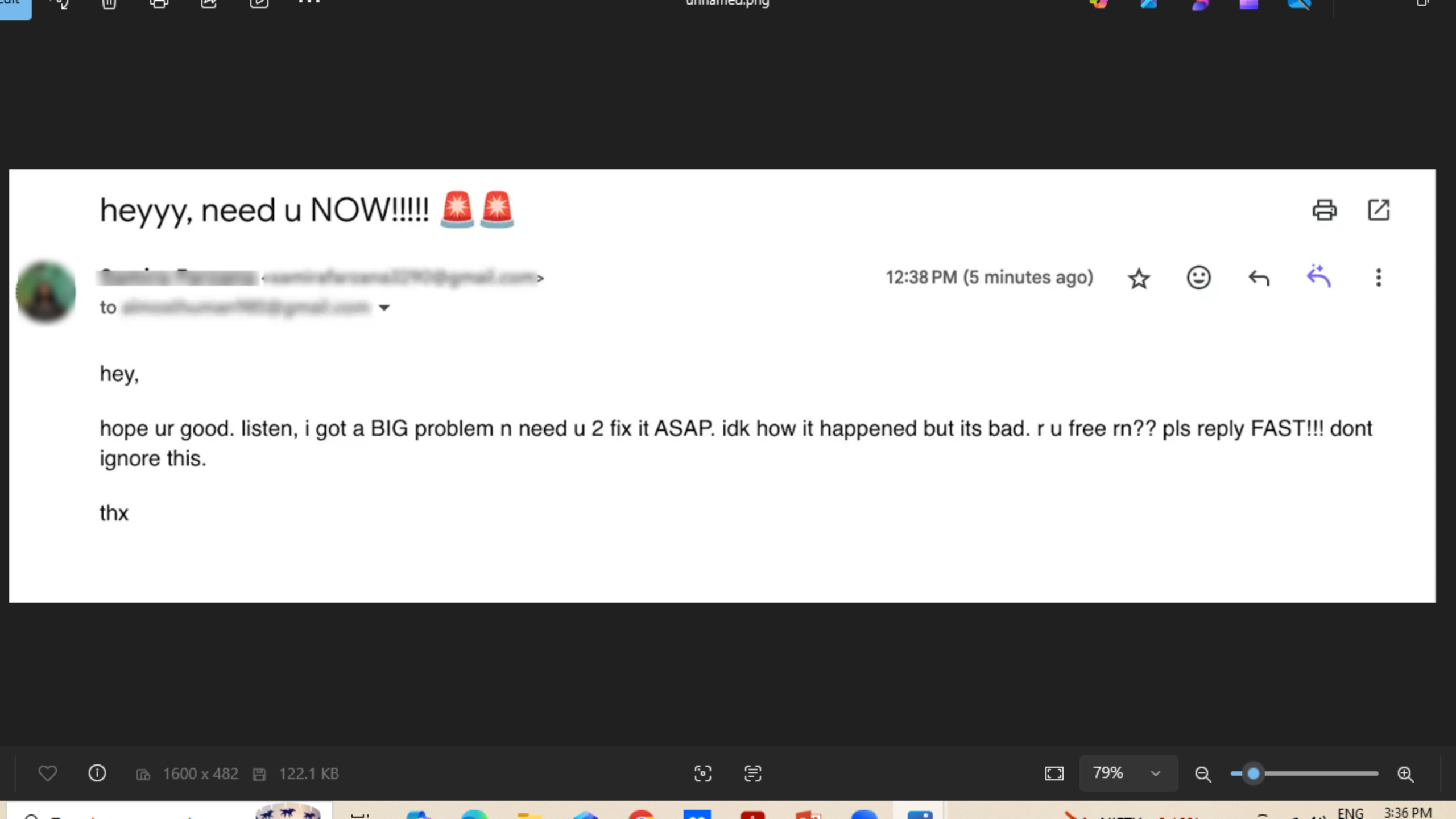
"Hope you're doing well" is fine, but a professional email to boss cannot be informal.

Mentions unclear areas but don't specify what's needed or ask for guidance directly

Mention potential time off without formally requesting approval

Suggests others aren't working correctly but don't provide useful details, making it seem like unnecessary gossip

Ends with a vague line instead of specifying what response is needed


heyyy, need u NOW!!!!! 🚨🚨
12:38 PM (5 minutes ago)
to
hey,
hope ur good. listen, i got a BIG problem n need u 2 fix it ASAP. idk how it happened but its bad. r u free rn?? pls reply FAST!!! dont ignore this.
thx
1600 x 482
122.1 KB
79%

Subject Line: "Urgent! Your acccount detials need varifcation"
Email Body:
"Hi John,
We seen a issue with your acount login. Pls resset your passwrod immediatly to avoid accsess problem.
Best,
Maggie"

What's wrong:

- ❌ Multiple spelling errors ("acccount," "resset," "varifcation") make it look unprofessional.
- ❌ Poor grammar and spelling create confusion.
- ❌ The subject line has grammar mistakes and could trigger spam filters.
- ❌ The tone feels rushed and lacks professional tone or proper formatting.

Subject: Extremely frustrated with your service
Hi,
I'm really disappointed with how things have been handled. I've emailed twice already and no one has responded. This is unacceptable, and honestly, I'm starting to question why we even chose your company.
I hope someone gets back to me this time

What's wrong:

- Emotion drives the tone, not clarity
- No details on what the issue actually is
- Lacks a clear request or outcome
- Likely to put the reader on the defensive

Subject :Need resolution on support ticket #2389
Dear Rhonda,
I've followed up twice on ticket #2389 regarding billing discrepancies, but haven't heard back. The incorrect charge still appears on our account.
Request some staff from billing review this and confirm the next steps by EOD tomorrow.
I'd appreciate a quick resolution so we can close this out.
Thanks,
Nathan

Subject :Update

Hey,

Just wanted to give an update on the campaign. We made some progress this week — the design is mostly done, and dev is working on integration. There are a few bugs left. We're also considering changing the CTA, but not finalized yet. Might need input from the growth team too.

Let me know if you have any thoughts.

Regards

What's wrong:

1.Vague subject line

2.No clear summary or structure

3.Unclear who needs to act on what

4.Leaves readers guessing what's important

Subject : Campaign status update

Hi team,

The design is done, the development is in progress with some open bugs. We need input on the CTA from Growth by Friday.

What's done:

– Final design files are approved

– Dev has started integration

What's pending:

– 3 known bugs (logged in ClickUp)

– Finalizing CTA copy

Next steps:

– @Jacob (Growth): Can you review the CTA options by Friday?

– @Natasha (Dev): Bug #302 needs confirmation before release

Let me know if anything's unclear.

Regards

Write an Email in 8-15 sentences

- Scenario : Customer /Client has raised a complaint regarding the service provided by your organization .Client writes that your service is “Pathetic” since you are unable to understand and resolve his issue and resolve it.Write an Email to convey apology & respond to the complaint raised.

Regrets for the inconvenience caused.

I am extremely sorry for the miscommunication and for not being able to understand your words. This issue will have a full from here ,myself and my team will start working on better communication by attending the training conducted by our company and also we will be getting Australian audio books and start listening and speaking ,so that we could develop our language .And also I promise no more miscommunication would happen in future,

Thanking you for highlighting the issue and let us improve the language.

Hello mam/Sir

I hope you are doing well .I read your compliant about your service.We sincerely apologize for your Inconvenience from our organization .I'm doing on your project to improve our service .Your compliant regarding the issue will be solved soon as it's possible .This mistake will never repeat again .So you don't worry about the project ,how it will complete .

Your clear issue about the compliant will help us to understand properly.Thank for your patience and hope for our organization.

Subject: Re: payment delay

Hi @clientname

Hope you are well

I have check with my team regarding your email query .The payment was made in 12-12-2025 instead of 01-01-26. So,that I have noted there are minor happened from our end. Apologies for the Inconvenience .thanks for letting know this .I will check all the things before sending to the customer .Kindly provide the clear documents which is related to this . I will modify the date and attach your supporting documents for our future reference .I saved this email in onedrive path.

Thanks for your support.

Regards

Sub :Service management

Hi XXXX

After carefully reviewed your mail,we just here to assist you in all the way. Before that I apologize for the bad service provided previously .As of now, we'll provide good services to you and I'm going to make some changes for providing the good results to you .Now I have a solution for that issue and we'll discuss it .Kindly arrange/Schedule a quick meeting for this issue .

Regards

Hi Sir,

Please provide us some more time. And kindly apology for your concern on service provided. First. Will check on your complaint prior and give update as soon as possible. Will Send Apology in prior.

And will check Complaint on service.find the mistakes done in services. Retify Retification can be done once. Check up three more times. If the mistake can be clearly myself prior will respond Quickly otherwise will ask of time and quickly discuss complaint with manager on the Scenario.Respond client quickly with poleit Manner .Once more ask apology to client for the delay in Service

Regards,

Hi XXX ,

We extremely sorry for the inconvenience caused by our team.We retified the mistakes done by our team and this inconvience wont reapt again. From The upcoming days you will find the difference in our service. And if you can also convey The mistake done from ourside So we can rectify it and it helps improve our business relationship to do better and maintain healthy relationship. Once again we want to convey our apologies from our end.

Thanks

XXXX

SUB: Service Management

Hi XXX

After carefully reviewed your mail ,we just here to assist you in all the way .Before that ,I apologize for the bad service provided previously . As of now ,we will provide the good services to you and I am going to make some changes for providing the good result to you .. Now I have a solution for that issue and we will discuss it .Kindly arrange /schedule a quick meeting for this issue.

Hi Raghav

Good day to you !

First of all ,I want to convey my apology for the Previous mail. The issue happened because of the miscommunication and poor communication within our team .For this kind of problem ww have taken a step to resolve this issue in our team .We are came to the solution to resolve the issue .You will get the workings in the next mail . Hope you understand our situation and problems we are facing .

Thank you for pointing out our mistakes and the feedback.

Regards

Subject : Apology for the inconvenience

Hi Client name,

We are really sorry and apologize for the Inconvenience caused by our side. We are here to solve all the Queries and complaints Regarded to that job.So, please don’t be anger on us and We are on the way to complete jobs. Please consider us and please give sometime to Recover the problems as soon as possible .We will give time to time update about the complaint.

Thanks & regards

Write an Email in 8-15 sentences

Scenario : Customer /Client has raised a complaint regarding the service provided by your organization .Client writes that your service is “Pathetic” since you are unable to understand and resolve his issue and resolve it . Write an Email to convey apology & respond to the complaint raised.