

HOW TO...

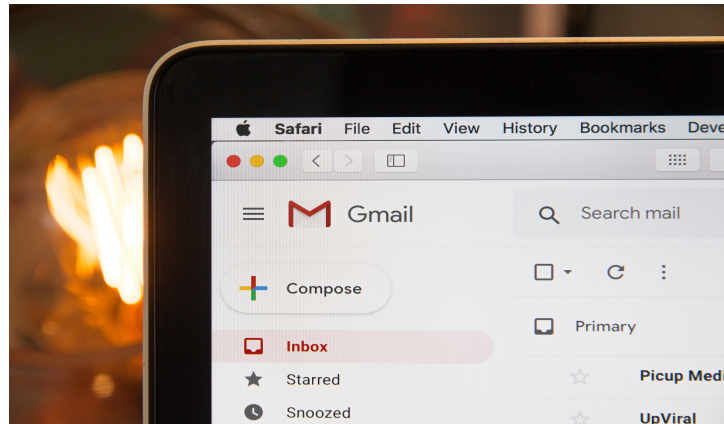
OPEN AND CLOSE A BUSINESS EMAIL

Ask yourself these questions before you start writing your email:

Do I 'know' the person/people I am writing to?

Is this the first communication?
How formal do I need to be?

Are they a colleague/client/customer? How 'friendly' should I be?



Formal salutations

I don't know your name...

Dear Sir/Madam

Yours faithfully/sincerely

I am writing to a department/group for the first time...

To whom it may concern

Yours sincerely

We haven't communicated before but I know your name...

Dear Mr./Ms. Green

Yours sincerely/Kind Regards

Neutral salutations

We have communicated before but I need to maintain professional distance...

**Good morning/afternoon
John/Helen**

(Hello) John/Helen

Best/Kind Regards

Regards

Informal salutations

We have communicated regularly before and know each other well

Hi John/Helen

Best Regards/Wishes

General opening: (formal > neutral)

- **With reference to your email of (date)/regarding X...**
- **With regard to/Regarding X...**
- **Thank you/thanks for your email**
- **Thanks for your prompt response/getting back to me to me so quickly**
- **I am writing to...(give reason)**
- **Please find attached...**

General closing:

- **Please don't hesitate to contact me/get in touch**
- **I look forward to hearing from you soon**