

PART 2

THE REASON

Before you even begin writing your email, you should have a clear purpose in mind for the message. Are you writing to inform? Persuade? Make a request?

The reader should see and understand your reason for writing immediately after the greeting.

Your reason for writing should be concise. In just one sentence, you should be able to communicate to the reader how your email affects them, why they should read it, and what's needed.



Before you even start writing, the purpose of your email should be clear and defined.

REASON

Explaining the Purpose



MORE FORMAL

- I am writing with regard to ____.
- I am reaching out about ____.
- I am contacting you regarding ____.

LESS FORMAL

- I wanted to share ____.
- I'm reaching out about ____.
- This is a quick note to ____.
- Wanted to let you know that ____.
- Wanted to touch base about ____.

REASON

Sharing Information



MORE FORMAL

- Please note that ____.
- Please be aware that ____.
- I'd like to inform you that ____.
- I'm pleased to inform you that ____.
- I would like to take this opportunity to share ____.

LESS FORMAL

- Heads up - [share the info]
- Wanted to update you on ____.
- Wanted to let you know about ____.