



# Sample Email

**Sent:** Monday, January 14, 2013 1:14 PM

**To:** [REDACTED]

**Subject:** Summer Internship

[REDACTED]  
[REDACTED]  
[REDACTED]

Dear [REDACTED]

My name is [REDACTED] and I am an undergraduate finance student at [REDACTED]. I met you the summer before last at Smith & Wollensky's in New York when I was touring the east coast with my uncle, [REDACTED]. I just wanted thank you for taking the time to talk to me that night.

I am writing you to inquire about a possible summer internship in your office. I am aware it is highly unusual for undergraduates from average universities like [REDACTED] to intern at [REDACTED], but nevertheless I was hoping you might make an exception. I am extremely interested in investment banking and would love nothing more than to learn under your tutelage. I have no qualms about fetching coffee, shining shoes or picking up laundry, and will work for next to nothing. In all honesty, I just want to be around professionals in the industry and gain as much knowledge as I can.

I won't waste your time inflating my credentials, throwing around exaggerated job titles, or feeding you a line of crapp about how my past experiences and skill set align perfectly for an investment banking internship. The truth is I have no unbelievably special skills or genius eccentricities, but I do have a near perfect GPA and will work hard for you. I've interned for Merrill Lynch in the Wealth Management Division and taken an investment banking class at [REDACTED], for whatever that is worth.

I am currently awaiting admission results for [REDACTED] Masters of Science in Accountancy program, which I would begin this fall if admitted. I am also planning on attending law school after my master's program, which we spoke about in New York. I apologize for the blunt nature of my letter, but I hope you seriously consider taking me under your wing this summer. I have attached my resume for your review. Feel free to call me at [REDACTED] or email at [REDACTED]. Thank you for your time.

Sincerely,

# Three Categories

- ▶ Local
  - Servers hosted by internal organization
- ▶ Hosted
  - For internal users but servers are not hosted by internal organization
- ▶ Web
  - Accessed directly by Internet

# Why email is popular?

- ▶ Written communication
- ▶ Not only text but also attachment
- ▶ Fast
- ▶ Cheap
- ▶ Flexible



# Six main uses of email

- ▶ Making requests
- ▶ Providing answers
- ▶ Providing information
- ▶ Thanks
- ▶ Apologizing
- ▶ Socializing

# Etiquette

- ▶ What is etiquette?
  - Rules indicating proper and polite ways to behave
  - Considerate and being mindful
- ▶ Four main features
  - Fluid: time and space determines
  - For everybody
  - Current: guidelines keep changing
  - Unpretentious

# Understanding email etiquette

- ▶ What is netiquette?
  - Rules of etiquette that applies to communication over the computer networks
  - It is social etiquette
- ▶ Situations that use of email is not appropriate
  - Private and confidential
  - Bad news
  - Complex

# Email form

- ▶ Email addresses local part
  - Text before @, coincides with user name
  - Never use adjectives, nouns or names of famous characters: looks not serious or funny
  - Keep it short: more chance to misspell if long
  - Leave out middle name
- ▶ Subject
  - Brief and clear: no more than 40 characters (space included)
  - No subject?
  - Correct spelling



# Email form (~continued)

## ▶ Salutations and closing

- Implicit rule is “to write as you speak”
- Semi-formal style is the best (hello or hi, thanks or best wishes)
- Depends on the person that you are addressing

## ▶ Font

- Simple, sans serif font
- Color?
- Size: 10 or 12 point font, **bold**, *italic* or underlined
- Correct use of Capital letters

# Email form (~continued)

- ▶ Paragraph spacing
  - Put your message in one big block of text
  - Keep the text short, one line of spacing should be enough
- ▶ Signature or signature block
  - Keep it short
  - Only good when first communicate

# Email Contents

- ▶ Writing style
  - Semi-formal writing style is the best
- ▶ Tone and punctuations
- ▶ Enumerations
  - Numbered or alphabetized
- ▶ Emoticons
  - Avoid in business emails
- ▶ Attachments
  - Relevant? Can they open? Size?

# Replying to Emails

- ▶ Reply, Reply all and Forward
- ▶ Response time
- ▶ Auto replies
- ▶ Sent from mobile
  - Turn off auto-correct features, double check before send



# Common mistakes of Email

- ▶ Too personal in content
- ▶ Too cordial
- ▶ Too emotional
- ▶ Too crowded
- ▶ Too informal
- ▶ Too many mistakes

# Final steps for successful emailer

- ▶ Prepare your message
- ▶ Structure message
- ▶ Edit message
- ▶ Optimize message
- ▶ Proofread
- ▶ NOW "SEND"