

Term 1: May 2015 - IB1 Class Contents – Week 2

Agenda

- 1. **WARM-UP:** Feedback Discussion
 - 2. **WARM-UP:** Business Abbreviations
 - 3. **LEARN:** 3 – Step Email FORMAT
 - 4. **LEARN:** 10 OPENING phrases
 - 5. Homework Assignment
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FEEDBACK TIME

Question:

- What is your take on the new Business Class homepage?
 - In my opinion,
 - From my point of view...
 - From my perspective...
- +
- simply because.../ mainly because.../basically because...
 - Ending: **That's my opinion.**

BUSINESS VOCABULARY: **ABBREVIATION** Check

ABBREVIATION	Full Name
1. FYI	For your information
2. BTW	By the way
3. ASAP	As soon as possible

4. JST	Japan Standard Time
5. FY	Fiscal Year
6. TBD	To be determined/ To be decided
7. ETA	Estimated Time of Arrival
8. THX	Thanks
9. RE:	Regarding or About
10.N/A	Not Applicable

THREE BASIC STEPS for Business Email

- **Step 1: INTRODUCTION**
 - A. Greeting + WHY am I writing?
 - B. What is my PURPOSE for this email?
- **Step 2: BODY**
 - A. WHAT does my reader need to know?
 - → New information? Details? Facts? Schedule?
- **Step 3: CONCLUSION**
 - A. What kind of ACTION do I want from my reader? → Reply? Information? Document?
 - B. HOW should I END my email?

Email Format

Step 1: INTRODUCTION <i>WHY am I writing?</i>	<u>Includes:</u> <ul style="list-style-type: none">• Opening SALUTATION• OPENING phrase• PURPOSE phrase
Step 2: BODY <i>WHAT does reader need to know?</i>	<u>Includes:</u> <ul style="list-style-type: none">• Background information• Details/ facts/ Explanation
Step 3: CONCLUSION <i>WHAT Action steps and Ending?</i>	<u>Includes:</u> <ul style="list-style-type: none">• ACTION request• ENDING phrase• Ending SALUTATION

OPENING line phrases for Email

10 KEY Opening phrases:

- Ex. Dear Mr. Smith,
- 1. We hope you are enjoying the season.
- 2. I hope all is well.
- 3. I trust you and your coworkers are fine.
- (Means: I trust = I believe)
- 4. I trust you are doing fine and enjoying the season.
- 5. Greetings from all of us at D + M.
- 6. Greetings to you and your coworkers.

- 7. It is a pleasure to be in touch with you again. (Means: I am happy to contact you again.)
- 8. I hope you enjoyed your trip to ____.(place)
- 9. Welcome back to work! I hope you had a wonderful vacation.
- 10. I hope this letter finds you well. (Means: I hope you are fine.)

Homework:

1. Study today's Business Email contents:
 - A. Business Abbreviations
 - B. 10 Key Opening Phrases

----- End of Lesson -----