

Writing the perfect (and professional) email.

You've watched the animation and now understand what makes a great email and what to avoid. It's time to get writing and construct the perfect (and professional) email.

Below you'll find a scenario, read it carefully and use the 'ideas bank' to help you select the correct elements to build your email. You'll have to use your own creativity and ideas along the way too!



How to complete this activity:

- Read the scenario carefully.
- Carry out your company research.
- Start thinking about the content of your email.
- Write your email.

Scenario

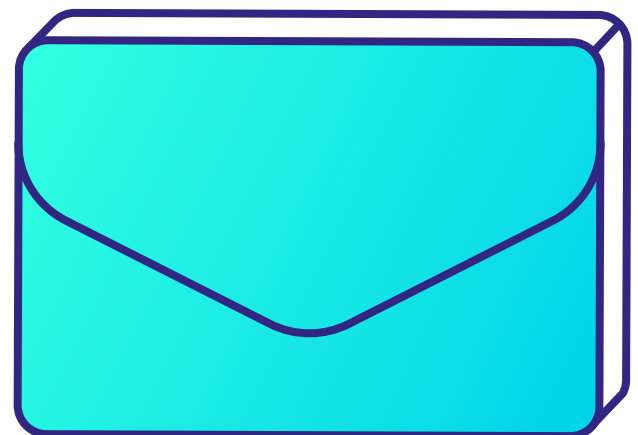
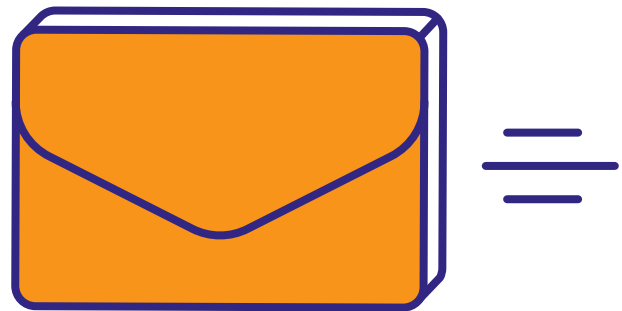
Global company, **PwC** (PricewaterhouseCoopers International Limited, based in London, England) have recently advertised their annual **Virtual Insight Week programme**. The company provides legal and financial services, as well as many other areas of business. The programme offers students the opportunity to take virtual tours of the company, learn more about what they do and have the opportunity to ask important questions.

To begin with, carry out a bit of research into the company by heading to:

 pwc.co.uk/careers/student-careers.html

To **register** for the programme, you will need to **construct an email**. Your email needs to state your purpose for emailing, why you want to find out more, what interests you about the company and how they can get in touch with you.

All emails need to be sent to Emily Sharpe at **Emily.sharpe@pwc.com**



Writing the perfect (and professional) email.

Top Tip #1

Make sure your subject line says exactly why you're emailing.

Top Tip #2

Remember to sound enthusiastic, positive and yourself.

Top Tip #3

Keep your email relatively short and include all points.

From:

To:

Subject Line:

Aa

Ideas Bank

Formal vocabulary

- Attracted
- Intrigued
- Enthusiastic
- Eager

Openings

- Good morning
- Hope this email finds you well
- Allow me to introduce myself
- I hope you're doing well
- Good afternoon

Closings

- Regards
- Best wishes
- Sincerely