

Connecting with your audience

DON'T	DO
don't dive straight into the main objective of your email without first connecting with your audience	start your emails with a short connection statement e.g. "Thank you for your email."
end your email abruptly	end with an offer e.g. "Let me know if you need any assistance with that." e.g. "Let me know what suits you best." e.g. "Would you like me to set that up for you?"

Avoid clichés

DON'T	DO
Please find attached ...	I am attaching ...
Enclosed please find ...	I am attaching ...
I hope this email finds you well.	How has your week been? (Better still, find a real connection with something unique for that person)
Should you have any questions, please get in touch.	Let me know if you have any questions.
Thanks in advance.	Thank you. Thank. I appreciate your help.
Please don't hesitate to contact me.	Please do email me if you have any queries.
Kindly be advised (or Be advised).	It is important to... (get straight into the issue)
Yours truly, Yours sincerely, Sincerely yours, Yours faithfully, etc.	Kind regards, Regards, Best wishes, Cheers (if you know them well)

Word choice

DON'T	DO
I will revert to you shortly.	I will reply to you soon.
Refer to me if you need anything.	Let me know if you need anything.
Complicated	Complex
See the table below.	See table 3.
approximately	about
&	and (unless a title)

Parallelism

When making a list.

When writing a complex sentence with two parts.

DON'T	DO
change the format of each line	start each line with the same word form (e.g. verb form, noun form, etc.)
mix up the correct usage of colons (:), semi-colons (;) and dashes (-)	use a colon before the lists starts
	use a semi-colon after each list item
	insert the word “and” at the end of the penultimate list item
	end the final list item with a full stop
change the subject agreement for complex sentences	keep the subject of your sentence consistent and make sure the verb agreement corresponds correctly. (see example 2)

Example 1:

The annual conference:

- ran five simultaneous sessions each afternoon;
- attracted 1,500 key leaders from around the globe; and
- concluded with Deloitte’s largest dinner to date.

Example 2:

GRAMMATICALLY INCORRECT SENTENCE:

- *The conference was really interesting and was a great pleasure to meet your sales team.*

GRAMMATICALLY CORRECT SENTENCES:

- *The conference was really interesting and ~~(the conference was)~~ a great way to really get to know your staff.* (Parallelism because the subject remains ‘the conference in both parts of the sentence)
- *The conference was really interesting, and it was a great pleasure ~~(expression of politeness – not the conference)~~ to meet your sales team.* (Not parallelism because the subject changed).