

# WRITING ROADMAP

## [ASSESSMENT: WRITING TASKS]

### TASK 3: INTERNAL EMAIL (using the clarity structure)

Write an internal email in the format discussed in the session using the clarity structure.

SITUATION - Audit & Assurance	Financial Advisory
Waleed needs to follow up an earlier email to Veronika to see if she will be attending the upcoming training.	
<p><b>Details include:</b>            Who: All Audit &amp; Assurance            What: Tax Update Training Session            When: Thursday, 3 December 2020            Where: Zoom – <a href="https://zoom.us/j/123456789">https://zoom.us/j/123456789</a>            Why: To prepare for the new financial year            How: live training plus discussion</p>	<p><b>Details include:</b>            Who: All Financial Advisory            What: M&amp;A Technology Info Session            When: Thursday, 3 December 2020            Where: Zoom – <a href="https://zoom.us/j/123456789">https://zoom.us/j/123456789</a>            Why: To prepare for 2021            How: live training plus discussion</p>

**TIP:** You might want to watch **Module 3 – Emails** in the e-learning course on the Tight Email Structure.

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CONTINUED

WRITING CRITERIA			
#	Criteria	Explanation	Example
1	Subject	PUT a clue word in square brackets at the beginning of the subject line to quickly indicate to the reader what the email requires. FOLLOW that with a short and informative subject line.	[ACTION] M&A Technology Information Session Confirmation
2	Greeting	GREET you reader. 'Hi' is preferred to the more formal 'Dear' in the West, but it's always best to use your reader as a guide. If they use 'Dear', you use 'Dear'.	Hi Veronika,
3	Individual Acknowledgement	WRITE an individual acknowledgement. Many people write a standard, 'How are you?' but it's always better if you can identify something small but unique about your reader's situation.	How are you? I understand you've been busy on the ABC project.
4	5 Ws and the H	IDENTIFY the who, what, when, where, why and how (known as the '5 Ws and the H') and put as many of them in the key sentence at the top of the email.	Refer to the SITUATION.
5	SVO	Start your sentence with subject first, then the verb and then the object.	The upcoming M&A Technology Information Session will be held...
6	MPT	Objects and additional information is organised in the order of: manner, place and time.	... live via Zoom on 3 December...  ... live (manner) via Zoom (place) on 3 December (time)...
7	Action	Clearly identify what you require from your reader. Equally, you could put this at the top of the email.	Kindly confirm your attendance at this link
8	Sign out	USE and appropriate salutation with a comma after it followed by your first name.	Kind regards, Waleed
9	Head-on sentence	USE a head-on sentence where appropriate. It has the effect of being more assertive, clear and concise.	<b>The upcoming M&amp;A Technology Information Session (SUBJECT)</b> will be held (VERB)...
10	Softening	USE softening words such as: kindly, mostly, fairly, when required.	Kindly confirm your attendance confirm your attendance...

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CONTINUED

#### GOOD WRITING SAMPLE

**SUBJECT: [ACTION] M&A Technology Information Session Confirmation**

Hi Veronika,

How are you? I understand you've been busy on the ABC project.

The upcoming M&A Technology Information Session will be held live via Zoom on 3 December and attendance is highly advised so we can all prepare for 2021.

Kindly confirm your attendance at this link – <https://confirmationlink.com> so we can make arrangements.

Kind regards,  
Waleed