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## 3 Key phrases

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Write an email using some 'key phrases' from the unit in *Email English*.

Some ideas are given below, but adapt and change them as you wish.

- a) An email to a new customer who has written to your company asking for information about your products/services.  
*Ideas:* thank them for writing; give some general information; highlight a few selling points; say that you are attaching detailed information in another document; say that they can contact you again if they have any queries.
- b) An email to an existing customer giving them some news about improvements to one of your products/services.  
*Ideas:* choose one particular product/service and think about an improvement in terms of quality, or variety, or speed etc. How will the customer benefit from this improvement?
- c) An email to a language school (or university) asking about details/arrangements of a course.  
*Ideas:* ask about cost, dates, accommodation etc.
- d) An email to a hotel asking for more information.  
*Ideas:* how you found out about the hotel; questions about their prices; tell them the dates you want; tell them the kind of room; ask about other facilities that you need.
- e) An email to a colleague from another country who is coming to visit your office.  
*Ideas:* you could give them some good/bad news about some aspect of the trip; you could request that they bring something with them; you could offer help while they are in your country.
- f) Your own idea.

When you finish, work with a partner. Check each other's grammar, spelling, punctuation and style. Is everything clear, well-structured and easy to understand?

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## FOLLOW-UP

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Exchange emails with a different partner.

Reply to the email you receive, inventing any information necessary.