

The English Content of First Year Master Degree –French Department-

Groups: 01 Compared Literature

LESSON 01 :

How to write an email



At a minimum, a formal email should contain all of the following elements:

1. Subject line. Be specific, but concise. ...
2. Salutation. Address the recipient by name, if possible. ...
3. Body text. This section explains the main message of the **email**. ...
4. Signature. Your **email** closing should be formal, not informal.

Professional Email Message Guidelines

Subject Line:
Concisely convey your purpose for writing

Greeting
Always include a greeting

Font Style
Avoid ornate, playful or colored fonts

Length
Keep it as concise as possible

Emoticons
Avoid in professional emails

Spelling & Grammar
Edit carefully before sending

the balance

LESSON 02 :

Types of emails

7

EMAILS YOU CAN SEND TO YOUR LIST

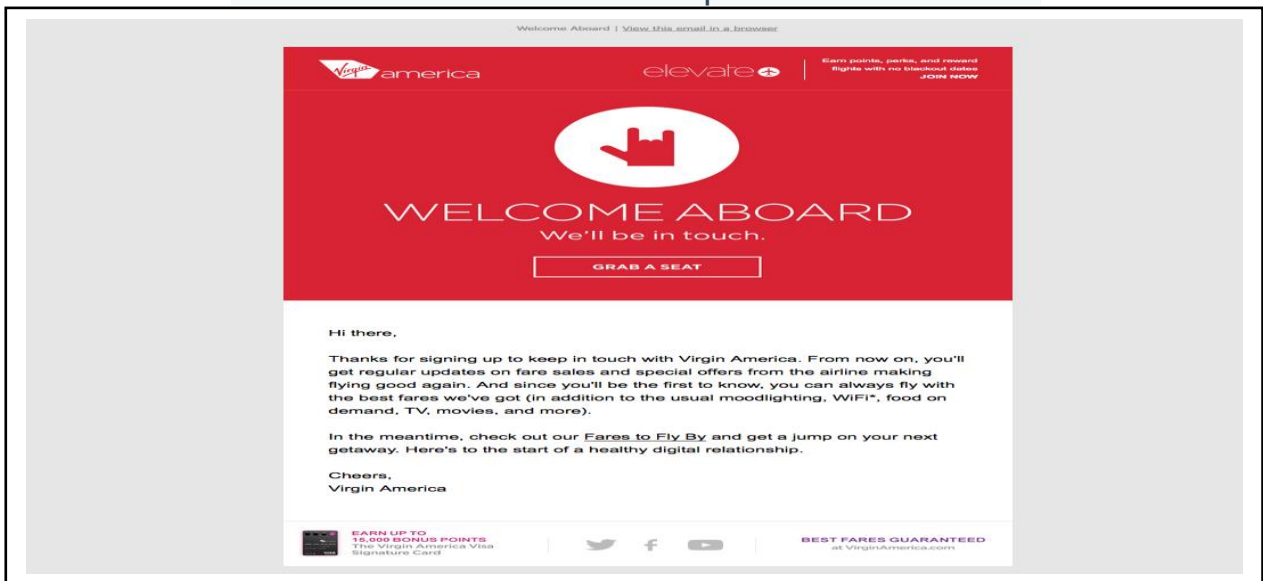
- 1 WELCOME EMAILS**
A welcome email should be sent instantly when a person signs up: it helps to engage your contacts.
- 2 SPECIAL SALES**
Give special deals and sales: you sell more and your subscribers will be thrilled!
- 3 START HERE EMAILS**
The users really appreciate this kind of emails. It's perfect to show how your product/service works.
- 4 CONTENT TEASER**
Tickle the fancy of your subscribers talking about your new blog post, podcast episode or video.
- 5 SURVEY EMAIL**
Learn from your subscribers how to serve them better! Send them a survey to discover their needs.
- 6 TIPS AND TOOLS**
Your contacts love to receive useful tips, especially when you help them to save their time
- 7 SPECIAL PREVIEW**
You can build intimacy with your subscribers by showing them an exclusive preview.

LESSON 03 :

WELCOME EMAILS



A welcome email is the first impression a company makes with a new customer, blog subscriber, or newsletter subscriber via email. Welcome emails can deliver videos, special offers, a sign-up form, or just a friendly hello to establish a relationship with a new contact.




LESSON 04 :








IDIOMS




Idioms are word combinations with a different meaning than the literal definition of each word or phrase



SWEET IDIOMS

	A piece of cake	→	Very easy
	Easy as pie	→	Very easy
	Giving candy to a baby	→	Very easy, especially when you do something wrong.
	Fruitcake	→	Really strange crazy, a kind of serious word
	Going bananas	→	Becoming crazy, especially with too much to do.
	Nut/ nutty	→	Funny kind of crazy, usually makes you laugh
	Sugar and spice	→	Very sweet, nice, or kind, feminine, (used for girls.)

 Englishstudyonline.org