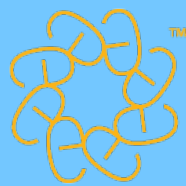


EMPHASIS ONLINE TRAINING

EMAIL STRUCTURE
WORKSHEET
[DRAFT PREVIEW]



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How to structure emails

There's a simple formula you can use to help you write most hard-to-write emails.

This simple formula is SCRAP, which stands for:

S ituation

C omplication

R esolution

A ction

P oliteness.

Initially, you start by explaining the *situation*. This is your opportunity to make the reader feel straightaway that you understand and empathise with them.

You then go on to outline what the *complication* is or the problem that needs to be solved.

Naturally, you'll have a *resolution* to this problem: something that someone (the recipient, you or someone else) can do to solve it. You must include this if you want a successful outcome.

Next you need to suggest what *action* needs to be taken. This stems from the resolution. (Again, it may not be the reader who has to take action – it may be you or someone else.)

Finally, it's always important to end with a *polite* sign off.

Of course, there may be several complications for you to address. If this is the case, explain the resolution to the first complication before you describe the second complication, and so on.

Structure exercise 1

We've taken an email and scrambled up the paragraphs. See if you can identify each element of SCRAP within it. Take a pen and put an S, a C, an R, an A or a P against the appropriate part of the email text below.

Don't worry if you can't find all of them. We'll go through this email together in a minute. But to make sure you develop this key skill properly, it is essential that you first take five minutes to try and find them for yourself.

Once you're done, continue playing the video, to reveal the solution.

To: clara.dalazandro@writing-skills.com
From: george.watts@writing-skills.com
Subject: Move to 9-12 Middle Street
Date: 12.11.XX

Hi Clara

The bad news is that Mike has now brought forward the deadline for completion, which means that we have only three weeks in which to get everything ready for the move.

I will now draw up an action list and timetable, so that we can get cracking.

Thanks again for your help – and do shout if you have any questions.

Don't panic though. Fortunately, he has also agreed to lend us two of his staff (David and Sarah), which should speed things up considerably. We should therefore be ok as long as we don't delay any longer.

Thanks for an enjoyable and productive meeting. We covered a lot of ground in a very short time.

Best regards

George

George Watts
Facilities Manager
Emphasis

Structure exercise 2

This one's slightly more difficult – but it's the kind of work email that most of us have received from time to time. Again, see if you can identify each element of SCRAP within it, marking them up with a pen or pencil.

HINT: They may not all be there. So see if you can spot the ones that might be missing.

Again, once you've finished, continue playing the video to reveal the solution.

To: veerinder.shah@writing-skills.com
From: paul.jarvis@writing-skills.com
Subject: Vacation cover
Date: May 25, 20XX

Veerinder

I have not yet had a single vacation-cover form returned to me, even though I sent them to your staff two weeks ago.

It's essential that anyone providing cover knows exactly what jobs they're supposed to do and has all the information they need to do those jobs properly.

I'm making arrangements to ensure that we have adequate cover for people while they are on vacation and really need this information.

The summer is fast approaching, which means that I must have all completed forms by May 30 at the latest.

Paul Jarvis
Resources Lead
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