

A good email
can change
everything

- ✓ Clear
- ✓ Polite
- ✓ Specific
- ✓ Professional

Kind words
open
doors



IN JOB APPLICATION

1. SITUATION

We need a job...

Yes... we really do.

Let's look for jobs.

Oh, there are many offers!

We need to send an email.

Easy.

2. THE WRONG EMAIL



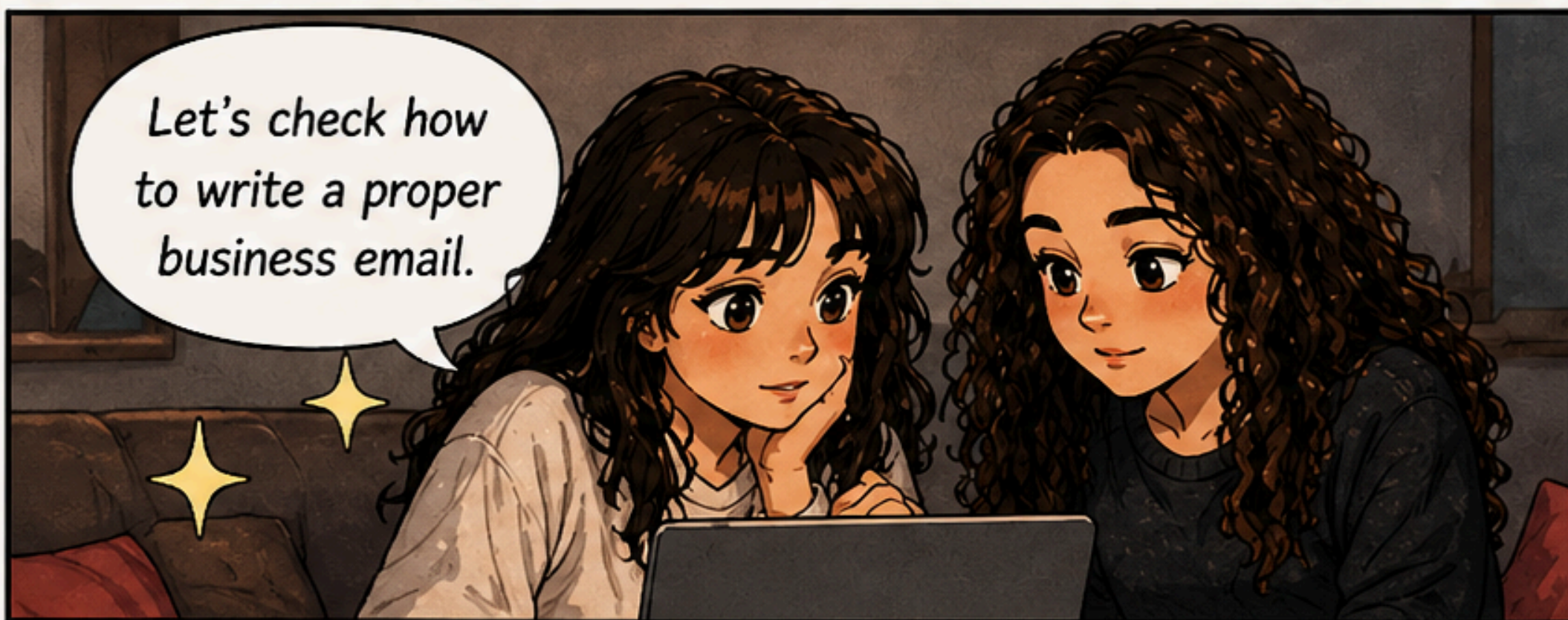
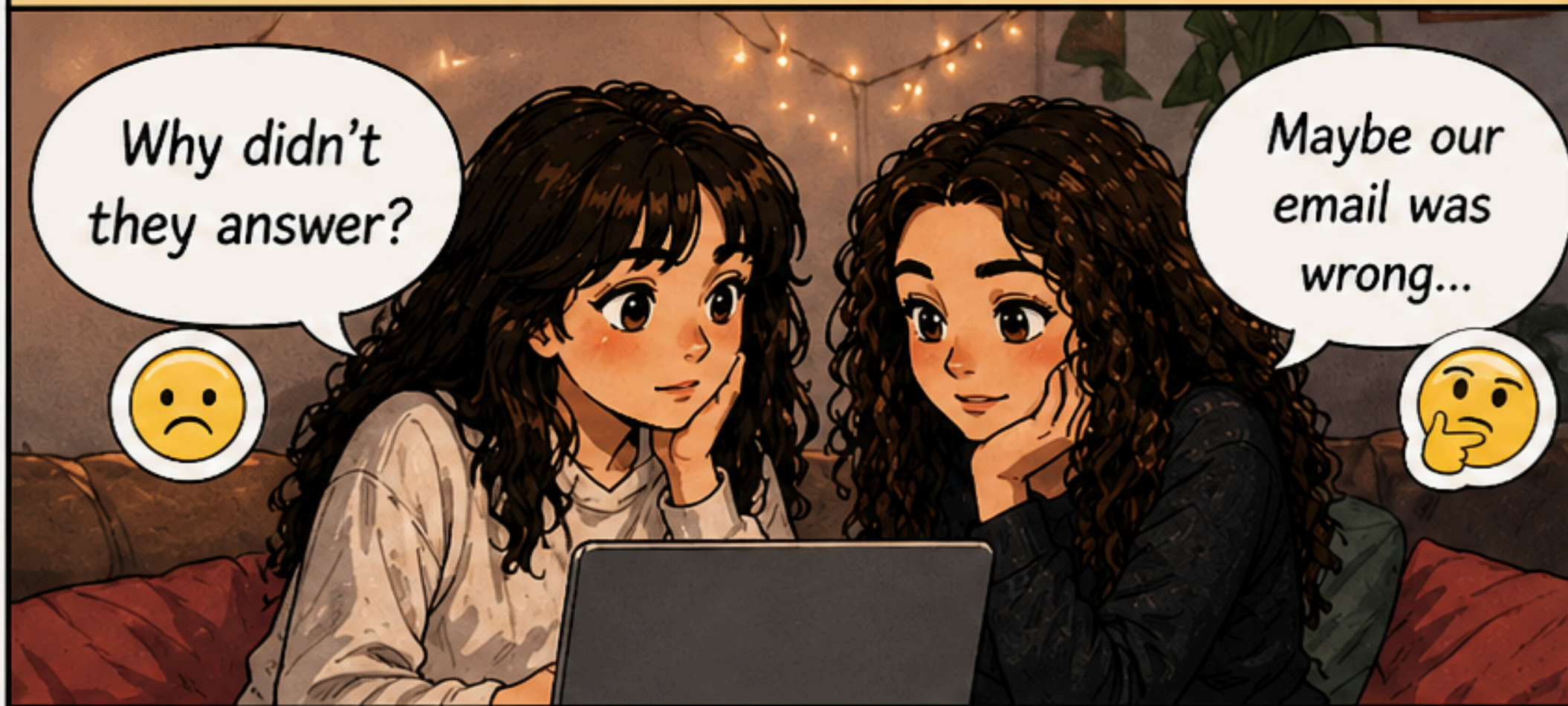
2. THE WRONG EMAIL



3 WEEKS LATER...



3. THE PROBLEM & THE RULES



HOW TO WRITE A GOOD EMAIL

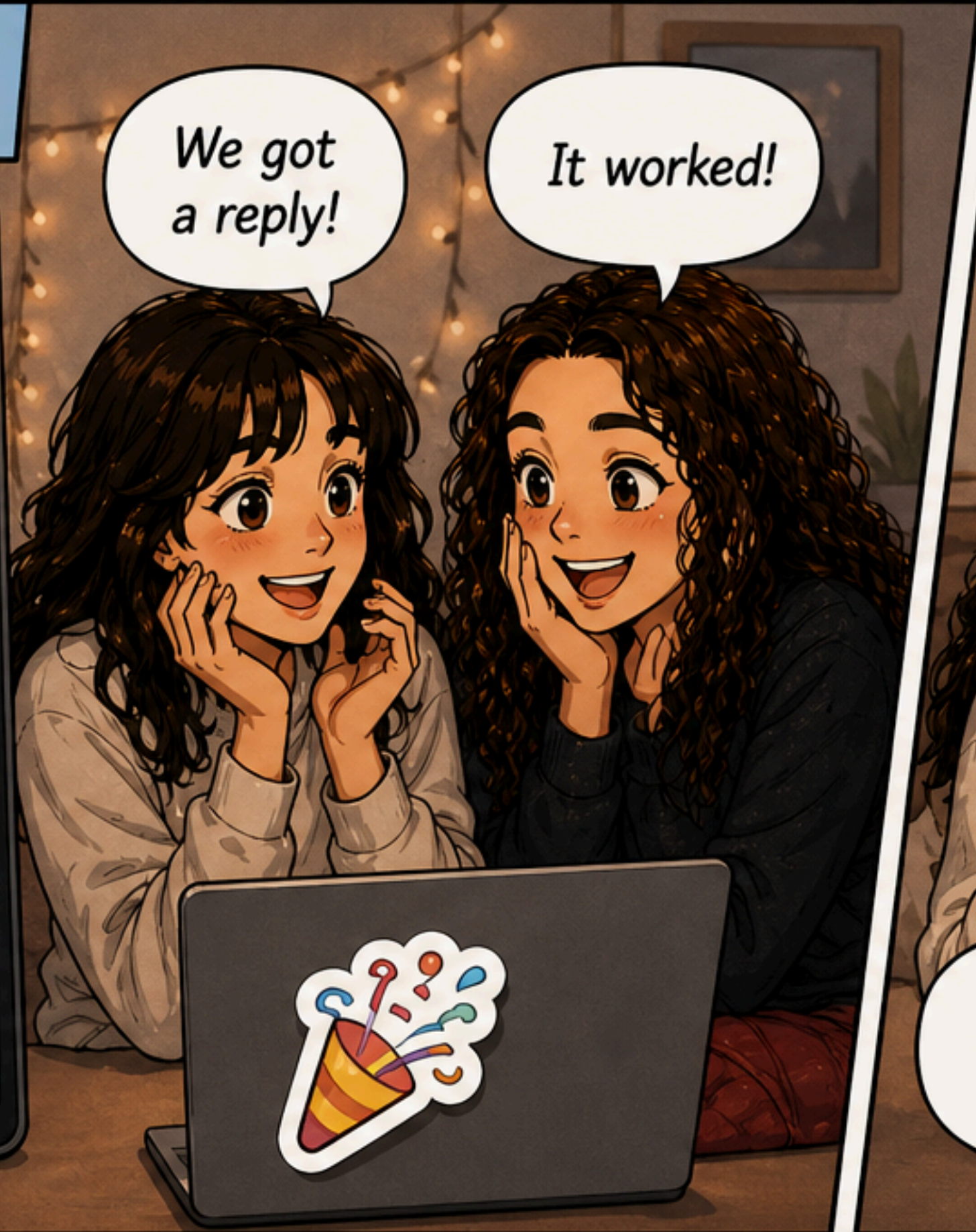
- ✓ Start with a greeting ("Dear Sir or Madam" / "Dear Mr./Ms.")
- ✓ Be clear and specific
- ✓ Use polite language (please, could you...)
- ✓ Have correct grammar
- ✓ Include a closing (Kind regards, Best regards)



4. THE CORRECT EMAIL

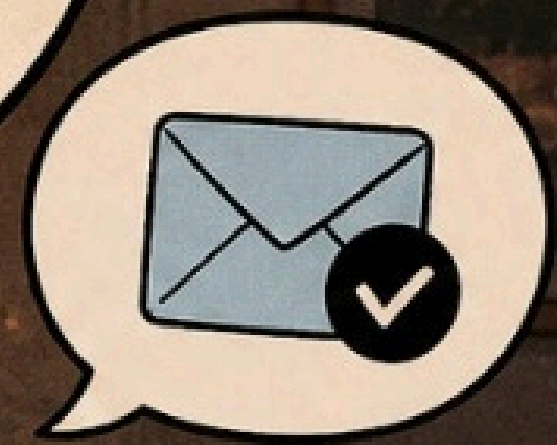
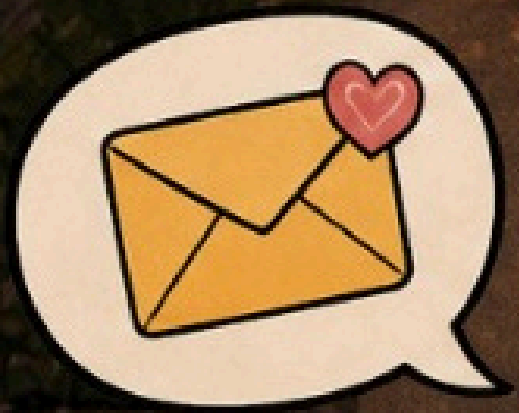


5. THE RESULT



THANK YOU!

★ Thank you 
for your attention! 



Clear
Polite
Specific
Professional


Kind words
open doors