How to be concise in an email

In this lesson you will learn how to make your writing briefer.

Starter

1 How does your company recruit executive level staff? What are the pros and cons of using a recruitment company?

Expressions

1 Look at the first and second drafts of Brookner Search's e-newsletter. What is the purpose of the email? Which draft is more effective and why?

Subject: Would you like to reduce staff turnover?

Read on for our top tips on how to retain employees.
1 It's important that you are ready to listen to your employees' ideas at any time. The companies which have staff who are more satisfied are the ones who do so.
2 Be sure to match your competitors' salaries or to better them. One of the activities of Brookner Search is the provision of salary survey information.
3 Offer real opportunities for the development and promotion of employees, including future plans for succession which are realistic. It's usually some kind of development which is valued more by employees than remuneration.
4 Ensure that the person who's best for the job is hired in the first place – Brookner Search has a successful past history of matching candidates to vacancies at an executive level.
We've already reserved our place at the Recruitment fair. If you haven't already done so, reserve yours now!
The function of Brookner Search is to deliver and retain the best individual candidate for each position.

Practice

1 Rewrite this email to make it more concise.

Dear Sir / Madam
I read with interest your newsletter – received via email. Although our company is small in size, we currently have various different positions which are vacant. It is the most senior level candidates which need to be selected most carefully.
A number of search companies have been used by our company but we are not fully satisfied with the company we are using currently. I believe the search company should focus more on our corporate culture, but they don't seem to focus more on our corporate culture.
I would like to have a meeting with you to discuss how you can help us with our recruitment and with our retention.
Faithfully
Jeroen Verwoert

Language box

We use substitution to avoid repeating words or phrases.

One and *ones* are used instead of countable nouns:

Brad usually writes good newsletters, but this one (= this newsletter) is quite poor.

We use *it* to replace a definite, specific object:

Is Brad's newsletter good? I haven't seen it (= Brad's newsletter) yet.

Possessive pronouns are used rather than *my one*, *his one*, etc., unless there is an adjective before the noun:

This is your calculator. Have you seen mine (= my calculator) anywhere?

The new canteen is much better than our old one. (= our old canteen)

telephoning and email

Hint

Avoid using pairs of words which imply each other:
free gift, unexpected surprise, final outcome,
various differences, end result, important
essentials, basic fundamentals

Subject: Reduce your staff turnover!

Read on for our top tips on employee retention.

1 Listen to your employees' ideas. The companies with satisfied staff are the ones who do so.

2 Be sure to match or better your competitors' salaries. Brookner Search provides salary survey information.

3 Offer real opportunities for employee development and promotion, including realistic succession planning. Employees usually value development more than remuneration.

4 Ensure you hire the best person for the job in the first place – Brookner Search has a successful history of matching candidates to executive vacancies.

We've already reserved our place at the Recruitment fair. If you haven't already done so, reserve yours now!

Brookner Search delivers and retains the best individual candidate for each position.

2 How are these phrases (1–8) from the first draft expressed more concisely in the second draft?

1 Would you like to reduce staff turnover? (subject line)
2 It's important that you are ready to listen to
3 One of the activities of Brookner Search is the provision of salary survey information
4 Offer real opportunities for the development and promotion of employees
5 It's usually some kind of development which is valued more by employees
6 the person who's best for the job is hired
7 vacancies at an executive level
8 The function of Brookner Search is to deliver and retain

3 Which of the words in these pairs are unnecessary?

a future plans
b past history
c individual candidate

We use *do* (in the right form) + so instead of repeating the same verb and object:

You promised to reply by Friday, but you haven't done so.

We can leave some words out (ellipsis) instead of repeating them.

If a subject noun phrase is repeated, we can omit it:

The printer made a funny noise and ~~the printer~~ stopped working.

Look

Look again at the emails in **Expressions**. Find more examples of substitution and ellipsis.

Lesson record

3 new words from this lesson	3 useful phrases from this lesson
1	1 ....
2	2 ....
3	3 ....

Things to remember