

Student Guide:

HOW TO WRITE EMAILS



ABOUT  EduAdvisor

Career Advantage Programme (ECAP)



The EduAdvisor Career Advantage Programme is a premium initiative exclusively available to students who have enrolled in university through EduAdvisor.

Tailored to prepare you for the demands of today's job market, this programme offers early access to career resources that will help you navigate internships and enter the workforce with confidence.

The programme provides personalised guidance, including internship search support, expert career tips, networking events, and one-on-one mentorship. Our goal is to ensure you're not just academically ready but career-ready as well.

Take control of your future with EduAdvisor's Career Advantage Programme — where your success story begins!

SERVICES BY ECAP



Internship Search

A specialised search engine designed to help you discover incredible internship opportunities that align with your field of study, ensuring you find the right match for your future career.



Mentorship Programme

Gain personalised guidance from professionals and mentors within your field of study who can help you navigate your career path and achieve success.



Career Tips & Content

Access tips and valuable career insights through curated content that covers everything from job search strategies to acing interviews, all tailored to help you thrive in your chosen field.



Career & Networking Opportunities

Participate in exclusive events designed to connect you with industry leaders, alumni, and fellow students, helping you stay on top of trends.



HOW TO WRITE EMAILS

A well-crafted email is the only difference between catching an employer's attention and being overlooked. Whether you're inquiring about internship opportunities, following up after an interview, or sending your application, a professional email reflects your commitment, attention to detail, and communication skills.

This guide provides essential tips, templates, and best practices to help you write impactful emails that make a lasting impression on potential employers and set the stage for career success.

ETIQUETTE AND GUIDELINES



General Email Etiquette

- ✓ **Keep It Concise:** Ensure your main message is communicated early on.
- ✓ **Maintain a Professional Tone:** Use formal language and avoid slang, emojis, or overly casual expressions.
- ✓ **Proofread Thoroughly:** Always check for spelling, grammatical errors, and overall clarity. A well-proofed email reflects attention to detail.
- ✓ **Appropriate Signatures:** End your email with a proper sign-off and include relevant contact details such as your phone number and LinkedIn profile.



Naming Conventions With Attachments

When submitting your CV or any supporting documents, use proper naming conventions to maintain a professional impression.

- **Include Your Full Name and Document Type:** Use a format such as
 - *CV_[Your Name].pdf*
 - *CoverLetter_[Your Name].pdf*
 - *Portfolio_[Your Name].pdf*
- **Avoid Special Characters:** Use only letters, numbers, and underscores. Avoid symbols like "/", "&", or "#".
- **Keep It Consistent:** Maintain a uniform naming style across all documents.



Quick Tips

- Ensure your email address is simple, professional and based on your name
- **Avoid informal or playful addresses**, such as coolguy123@gmail.com or sweetheart@hotmail.com.
- **If you are a fresh graduate, avoid using your university email**, as your university email might be deactivated after graduation



Formatting Guidelines 101

#1. Subject Line Best Practices

The subject line is the first thing the recipient sees, and it can determine whether your email gets opened. Make it **clear, concise, and relevant** to the content of your email.

✓ Keep It Short But Informative

A subject line that's too long may get cut off on mobile devices, and one that's too vague might be ignored. Aim for about 6-8 words or 50-60 characters.

✓ Use keywords to highlight the purpose of the email

Internship Enquiry – [Your Name]:

- This clearly indicates the email is about an internship request and provides your name for quick identification.

Application Follow-Up: [Position Title]:

- This helps the recipient quickly see which role you're referring to, making it easier for them to locate your previous application if necessary.

✓ Avoid vague or overly general subject lines

"Job application" or "Looking for an internship" doesn't provide enough context and can be overlooked. Try to make the subject line as specific as possible to the topic of your email.

✓ Personalise when possible

If you're emailing a specific person, try using their name in the subject, e.g., "**Internship Inquiry for [Department] – [Your Name]**". This makes your email stand out and shows you've tailored your approach.

#2. Paragraph Structure

✓ Use short paragraphs

Avoid long blocks of text, as they can seem overwhelming to read. Break your email into manageable, digestible chunks. A good rule of thumb is to limit each paragraph to 3-4 sentences.

✓ Clear and purposeful paragraphs

Each paragraph should have a clear purpose. For example:

- **Introduction paragraph:** State who you are and the reason for your email.
- **Body paragraphs:** Provide relevant details and context.
- **Closing paragraph:** Summarise your request or offer further action (such as scheduling a follow-up or providing additional documents).

✓ Line breaks

Use line breaks between paragraphs to give the reader some space. This helps with readability and makes your email look less cluttered.

✓ Avoid rambling or including unnecessary information

Keep the content of your email to the point. If you're applying for a position, make sure to highlight only the most relevant skills or experiences.

✓ Use bullet points for lists

If you need to list information (e.g., qualifications, experiences), bullet points can help make the content easier to follow.



#3. Font and Size

Tone and voice

Always keep your tone formal, polite, and respectful. Avoid using slang, abbreviations, or emojis. Even though email is less formal than a letter, maintaining a professional tone is crucial.

Standard Formatting

Choose professional, easy-to-read fonts like Arial, Times New Roman, or Calibri.

- **Font size:** Keep the font size between 10 to 12 pt. This ensures your email is legible and appropriately sized for reading.
- **Avoid decorative or informal fonts:** Fancy fonts (like Comic Sans or cursive) or using large, bold text throughout the email can make it look unprofessional.
- **No excessive bold, italics, or underlining:** Use bold or italics sparingly, and only for emphasis on key points (e.g., a job title or important deadline).

#4. Spacing and Margin

Margin

Keep a one-inch margin on all sides of the email if you are drafting longer content, but typically, Gmail's default spacing is adequate for email correspondence.

Avoid cramming too much content into a small space

Give each section room to breathe to prevent a cluttered look.

#5. Proofreading and Consistency

Proofread your email

Always proofread before sending, or use tools like Grammarly to check your email.

Be consistent

Maintain consistency with punctuation and grammar rules throughout your email. For instance, if you use a full stop at the end of one sentence, make sure you use it at the end of all sentences. This applies to time and date formats too.

Example of an Application Email



Sample #1: Internship Inquiry

New Message

To:

Cc Bcc

Subject: Internship Inquiry - [Your Name]

Dear Encik / Puan [Manager's Name],

My name is **[Your Name]**, and I am currently pursuing a **[degree title]** at **[University Name]**. I am writing to express my keen interest in exploring internship opportunities at [Company Name]. Your company's commitment to [specific field or project relevant to the company's work] has greatly inspired me.

Attached, please find my CV for your consideration. I would appreciate any information regarding available internships or guidance on how I could become involved with your esteemed organisation.

Thank you for your consideration. I look forward to your reply.

Yours sincerely,

[Your Name]

[Phone Number]

[Email Address]

Send



Example of an Application Email



Sample #2: Internship Inquiry

New Message

To:

Cc Bcc

Subject: Inquiry About Internship Opportunities – [Your Name]

Dear Dr / Mr / Ms [Manager's Name],

I hope this message finds you well. I am [Your Name], a recent graduate from [University Name] with a degree in [Degree Title]. I am reaching out to explore potential internship opportunities at [Company Name]. I am eager to apply my skills and gain practical experience in [relevant field or specialisation].

I have attached my CV, labelled CV_[Your Name].pdf, for your convenience. Please let me know if there are any internship opportunities that align with my background and aspirations.

Thank you for your time and attention. I look forward to your response.

Best regards,

[Your Name]

[Phone Number]

[Professional Email Address]

Send



Example of an Post-Interview Follow Up



Sample #1: Interview Follow Up

New Message

To:

Subject: Thank You for the Interview – [Your Name]

Dear Mr / Ms [Interviewer's Name],

Thank you for the opportunity to interview for the [Position Title] role on [date/day]. It was a pleasure discussing the responsibilities and learning more about the culture at [Company Name]. I particularly appreciated our conversation about [mention any specific topic discussed].

The position aligns well with my qualifications in [mention relevant skills]. Attached is my CV again (CV_[Your Name].pdf) should you need it.

Thank you once again for your time.

Yours sincerely,

[Your Name]

[Email]

[Phone Number]

Send





Example of a Post Application Follow Up

Sample #1: Follow Up Email

New Message

To:

Subject: Follow-Up on [Position Title] Application

Follow up within one to two weeks after applying or three to five days after an interview.

Dear Mr / Ms [Name],

I hope this email finds you well. I am writing to follow up on my application for the [Position Title] role at [Company Name], submitted on [Date]. I understand you may be busy, but I wanted to express my continued interest in the opportunity.

For your convenience, I have attached my CV (CV_[Your Name].pdf) again. Please let me know if any further information is required.

Thank you for your time, and I look forward to your reply.

Refer to any re-attached documents in the body of the email.

Yours sincerely,
[Your Name]
[Email]
[Phone Number]

Send



EMAIL BEST PRACTICES



Common Email Mistakes to Avoid

Crafting a professional email can be a daunting task. A simple oversight can make or break a first impression. Here's a list of common email mistakes you should avoid when writing a professional email.

- **Generic openings:** Avoid using "To whom it may concern." Always personalise your greeting
- **Unclear purpose:** Ensure your request is clear
- **No Call-to-Action:** Specify your desired next step (e.g., "Could we schedule a follow-up call?" or "Do reach out if there is any additional information you need from my end")
- **Inappropriate Timing:** Avoid sending emails at night or on the weekend, as this might give the impression that you are not organised or attentive to details. Send emails during working hours on weekdays. Consider using Gmail's schedule feature for this.
- **Lacking enthusiasm:** Employers want to see that you are motivated and eager to contribute. Phrases like "I'm excited to learn more about..." or "I am very eager to gain hands-on experience..." can help convey this
- **Using long sentences and complicated jargon:** Keep your message simple and to the point. Employers appreciate clarity and ease of understanding, especially when they are reviewing numerous applications
- **Using emotional language:** Phrases like "I really need this job" or "I would be so happy if I get this role" might sound desperate. Instead, focus on how you're a good fit for the position and how excited you
- **Unprofessional sign-off:** Avoid unprofessional sign-offs (e.g. "cheers", "ciao", or "sent from iPhone") and stick to simple ones (e.g. "Warm regards", "Best", "Kind regards")
- **Disorganised email signature:** Avoid multiple fonts or colours. Recommended to use only one accent colour (e.g. blue or black)

EMAIL BEST PRACTICES



How to Schedule Emails in Gmail

Timing is of the utmost importance when sending an email to a potential employer. Here's how Gmail's schedule feature can make you look organised and proactive despite crafting your job applications at odd times.

1. Open Gmail

- Go to [Gmail](#) and sign in with your Google account

2. Compose a New Email as Usual

- In your inbox, click on the "Compose" button in the top-left corner
- Fill in the recipient's email address in the "To" field
- Enter a subject in the "Subject" field
- Write your message in the body of the email

3. Click the Dropdown Arrow on the Send Button

- Instead of clicking the blue "Send" button, click the small downward arrow next to the "Send" button

4. Select "Schedule Send"

- From the dropdown menu, choose "Schedule send". This will open a scheduling menu with options for when you'd like to send the email.

5. Choose the Date and Time

- Gmail provides several preset options, such as "Tomorrow morning" or "Monday morning"
- Alternatively, you can click "Pick date & time" to select a custom date and time for when you want the email to be sent
- After selecting your preferred time, click "Schedule send"

6. Confirm the Scheduled Email

- Once you've scheduled the email, a confirmation message will appear at the bottom of the screen saying "Your message has been scheduled"

7. Final Check

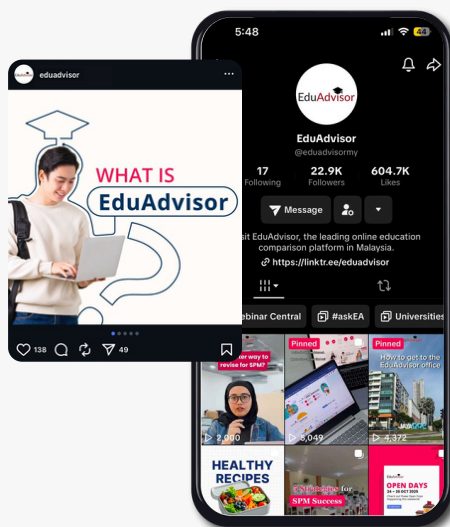
- Ensure your email is scheduled at the right time, and check the time zone if you are sending emails to recipients in different locations

8. View or Edit Scheduled Emails

- To view your scheduled emails, click on the "Scheduled" folder in the left-hand menu
- To edit or cancel a scheduled email, open the email from the "Scheduled" folder, make any necessary changes, and either reschedule it or click "Cancel Send" to delete the scheduled message

Follow our social media

Stay up to date with our content.



EduAdvisor

info@eduadvisor.my | +603 7931 2212