



Example phrases for initial email or letter

Starting the message

- Keep this formal in the first instance.
- Later emails can often use more familiar phrasing such as Hello or Hi.
- Dear **[insert name of individual or company]**,

Paragraph 1: Introduce yourself and the research

- My name is ..., and I am studying ... at Norwich University of the Arts.
- I am writing to ask if you would consider being part of my research.
- The report's title is **[insert full title]**.
- The purpose of this research is to ...

Paragraph 2: Outline what is involved & why it is important

- If you agree to take part, you will be asked to **[give a brief description]**.
- The questions/activity will cover ...
- The data will be used to ...
- Your input would help me to ...

Paragraph 3: Conclude the letter and thank the participant

- Thank you for taking the time to read this letter/email.
- If you require any further information, please feel free to contact me via **[insert university email]**.
- I look forward to hearing from you.
- Yours sincerely, ... (if a named contact) or Yours faithfully, ... (if an unnamed contact).



• **Email:** study.skills@norwichuni.ac.uk

• **VLE:** <https://tinyurl.com/mpk3auzt>

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