

How to write the perfect email

ebook



**KORAK PO KORAK DO
SAVRŠENOG MEJLA**

Zašto je dobar e-mail važan?

Činjenica je da se u današnje vreme podrazumeva da znate da komunicirate jasno i profesionalno na engleskom jeziku. Dobro napisan e-mail može ostaviti jak pozitivan utisak u svakoj situaciji, dok loše napisan ne samo da loše predstavlja ceo posao, već i otežava komunikaciju.



ali tu je chatgpt!

ChatGPT je tu i nazadno bi bilo ne koristiti ga. Ali isto tako će svako ko dobija savršene mejlove od tebe očekivati da ćeš i uživo poslovati na istom nivou.

Zato se ne blamiraj - kada naučiš ove fraze, čak ćeš i saradnju sa ChatGPT-jem podići na viši nivo!

Vrste e-mailova koje ćemo obraditi:

- Prijava za posao (formalno)
- Zahtevi za informacijama (formalno/polu-formalno)
- Promena termina sastanka (polu-formalno)
- Prijateljska komunikacija (neformalno)
- Zahvalnice, žalbe, davanje sugestija i još mnogo toga

Na svakoj strani koristićemo:

- Objašnjenja na srpskom jeziku
 - Autentične primere e-mailova na engleskom jeziku
 - Vežbe za pisanje (sa prevodima ključnih reči)
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Basic Email Structure

Struktura e-maila / Email Structure

1. Subject / Naslov

- Kratko i jasno objasnite svrhu e-maila.
- Primer: Application for Internship / Zahtev za praksu

2. Greeting / Pozdrav

- Dear Sir or Madam, To whom it may concern, Dear Mr. Smith, Hi Emma, Hello everyone, Dear all

3. Opening Line / Uvodna rečenica

- Ova rečenica nema stvarno značenje, ali je ona standard, naročito u formalnim, poslovnim situacijama.
- Primer: I hope this email finds you well. / I hope you are having a good start of the week. (formalno) / Hope all is good. (neformalno)

4. Main Body / Glavni deo poruke

- Objasnite razlog pisanja (I am writing to... (formalno) / Just a quick note to say... (neformalno)
- Koristite veznike: Firstly, In addition, However, Finally...

5. Closing Line (+ Call to action) / Završna rečenica (+ poziv na delanje)

- I look forward to your reply.
- Please let me know if you need any more information.

6. Sign-off / Potpis

- Formalno: Yours sincerely, Best regards, Kind regards
 - Neformalno: Cheers, Take care, All the best
-



Subject / Naslov

Subject line (naslov e-maila) treba jasno i sažeto da opiše svrhu poruke, kako bi primalac odmah znao o čemu se radi. Stavi se na mesto primalaca koji dobija na desetine mejlova dnevno i olakšaj mu posao. Tako pokazuješ profesionalnost već na prvom koraku!

Na primer, ako se prijavljuješ za posao, napiši: **Application for Marketing Assistant – Marija Kovačević**. Ovako će primalac moći lako da pronađe tvoj mejl kada mu ponovo zatreba.

Evo još primera:

1. Poslovna prijava (Applying for a job)

- Application for English Teacher Position – Jovana Petrović
- Job Inquiry: Available Teaching Positions

2. Zahtev za informacije (Requesting information)

- Request for Course Details – Online English Classes
- Information Needed: Availability and Pricing

3. Žalba (Making a complaint)

- Complaint Regarding Delayed Order – Invoice #12345
- Issue with Received Product – Urgent Attention Needed

4. Potvrda ili zahvalnost (Confirmation/Thanks)

- Confirmation of Interview – Tuesday, 18th June at 2 PM
- Thank You for Your Support – Webinar on English Writing

5. Slanje dokumentacije (Sending attachments)

- Completed Application Form – Ana Marković
 - Requested Documents Enclosed – Job Reference #4567
-

Let's practice!

Upiši odgovarajući **subject line** za svaki opisani slučaj.

- Pišeš da potvrdiš termin razgovora za posao u utorak u 15h.

➡ Subject:

-
- Želiš da pošalješ dokumentaciju koju je profesor tražio.

➡ Subject:

-
- Nisi dobio potvrdu da je prijava za kurs uspešno primljena.

➡ Subject:

-
- Zainteresovan/a si za više informacija o letnjem kursu engleskog.

➡ Subject:

-
- Pišeš da proveriš status svoje prijave.

➡ Subject:



Moguća rešenja za dopunu:

1. Confirmation of Interview – Tuesday at 3 PM
2. Documents Requested – English Literature Essay
3. No Confirmation Received – Course Registration
4. Inquiry About Summer English Course
5. Follow-Up on My Application – Marko Jovanović

Greeting / Pozdrav

Standardno je početi mejl reči **Dear...** Međutim i tu ima varijacija u zavisnosti od situacije.

Evo kako da odlučiš kako da počneš:

1. Ako ne znaš ko je primalac mejla

- Možda pišeš na mejl kompanije ili organizacije te ne znaš ko će pročitati tvoj mejl
- Dear Sir or Madam

2. Imaš ime i / ili prezime primaoca

- Dear Mr. / Mrs. / Ms. Smith
- Dear John / Emma (ne smatra se neformalnim!)

Mr. = koristi se za muškarce

Ms. = koristi se za žene kada ne znamo ili ne želimo da naglasimo da li su udate

Mrs. = koristi se za udate žene

3. Pišeš celom timu / grupi ljudi

- Dear everyone / Dear all / Dear team

4. Situacija je neformalna

- Hi John! / Hi everyone!

Opening Line / Uvodna rečenica

Čuvena rečenica **Hope this email finds you well**. Iako zvuči emotivno, ova rečenica je samo ljubazna formalnost. Iako postoje debate da je nepotrebna jer nije iskrena, ipak ona daje učitiv i prijateljski ton mejlu pre nego što pređemo na konkretan razlog pisanja.

Tako da, ne razmišljaj previše o njoj, samo je napiši i fokusiraj se na dalji sadržaj.

Evo varijacija koje se mogu koristiti:

1. I hope you are having a good start of the week.

- ako pišeš početkom radne sedmice

2. I hope your week is going well.

- ako pišeš sredinom sedmice

3. I hope you had a great / productive week.

- ako pišeš u petak ili (daleko bilo) u subotu

4. Hope all is well.

- u manje formalnim situacijama



Main Body / Glavni deo poruke

Sada pređi na stvar - već u prvoj rečenici jasno reci o čemu je reč. Preporuka je da mejlovi budu kratki i jasni, dok bi za neka detaljnija i duža objašnjavanja trebalo da se obratimo telefonom ili da ugovorimo sastanak.

Evo nekih tipičnih rečenica kojima govorimo naš razlog pisanja:

1. Poslovna prijava (Applying for a job)

- I am writing to apply for the position of *an English teacher* advertised on your website.

2. Zahtev za informacije (Requesting information)

- I am writing to ask for more details regarding your English courses.
- I found your advertisement online. Could you please provide information about the schedule and prices?

3. Žalba (Making a complaint)

- I am writing to express my dissatisfaction with...
- Unfortunately, I have encountered a problem with...

4. Potvrda i zahvalnost (Confirmation/Thanks)

- Thank you for your email. I would like to confirm our meeting on...
- I really appreciate your support and quick response.

5. Praćenje komunikacije (Follow-up)

- I am writing to follow up on my previous email regarding...
 - Just checking in to see if there are any updates on my application.
-

Let's practice!

Poveži svaku uvodnu rečenicu (A-F) sa odgovarajućom svrhom e-maila (1-6):

Uvodne rečenice:

- A.** I am writing to apply for the English Teacher position advertised on your website.
- B.** I am writing to request more information about your online courses.
- C.** Please find attached the invoice and the signed agreement.
- D.** I am writing to express my concern regarding the delay in delivery.
- E.** I would like to confirm our meeting scheduled for Friday at 10 AM.
- F.** Just following up on my previous message regarding my course registration.

Vrste e-mailova:

1. Slanje dokumentacije
2. Prijava za posao
3. Praćenje prethodnog mejla
4. Zahtev za informacijama
5. Žalba
6. Potvrda



Kada si napisao/la sve što je bilo potrebno u telu mejla, koliko god da je bilo precizno i jasno, imaj u vidu da će čitalac možda ipak samo preleteti preko teksta tražeći suštinu. Hajde da im to ponovo olakšamo tako što ćemo u poslednjoj rečenici napisati još jednom šta očekujemo kao odgovor na ovaj mejl. To se zove **call to action**.

Evo nekih tipičnih call to action fraza:

1. Opšti zahtevi i očekivanje odgovora

- I look forward to **your reply**.
- I look forward to hearing**ing** from you soon.
- I would appreciate it if you could respond by [date].

2. Zahtev za potvrdom termina ili sastanka

- Could you please confirm the meeting time?
- Please let me know if the suggested time works for you.
- I would be grateful if you could confirm your availability.

3. Zahtev za dokumentima ili informacijama

- Could you please send me the requested documents?
- I would appreciate it if you could provide more details about...
- Please send the invoice at your earliest convenience.

4. Ponuda za pomoć ili saradnju

- Should you have any further requirements, don't hesitate to contact me. (very formal)
 - Let me know if there is anything else I can help with.
 - I'm happy to assist further if needed.
 - Feel free to contact me if you have any questions.
-

Naročito pazi kod ovih izraza!

look forward to

- pravilo: kada se izraz završava na predlog (u ovom slučaju to), ako sledi glagol, taj glagol mora biti u ING obliku
- I look forward to **hearing** from you soon. (praćeno glagolom)
- I look forward to **your swift reply**. (praćeno imeničkom sintagmom)



explain (something) to (someone)

- ✓ Could you please **explain** this **to me** in more detail?
- ✗ **NOT** explain this **for me**



then VS than

- pravilo: **then** znači kada, dok **than** služi u poređenjima i ima značenje od
- We will have a meeting and **then** we can reach our final decision.
- I find your customer service much better **than** last year.



to VS too

- pravilo: **to** je predlog, dok može značiti **too** previše ili takođe
- I am writing **to** inform you that our annual meeting has been delayed.
- The conference lasted **too** long.
- Could you please include the report, and other relevant documentation **too**. (neformalno, bolje je koristiti **as well**)



discuss + subject

- ✓ We discussed the matter in detail.
- ✗ We discussed *about* the matter in detail.
- ✓ (We talked about the matter for a long time.)

Let's practice!

Sredi sledeći loše napisan mejl tako da bude tip top! (postoji više tačnih opcija)

Subject: question

Dear,

hi, I wanted to ask something about your english course. When is it? And also how much is it and do I need to have a book or something? Also, can I join even if I'm not very good in grammar, like my English is not perfect lol. Thanks a lot! please write back soon

bye

Ana

 **Tvoj zadatak:**

Prepravi **subject line**.

Dodaj pravilan **greeting i closing**.

Organizuj **sadržaj** u jasne pasuse.

Koristi formalniji ton i izraze.

Subject: Inquiry About Online English Course

Dear Sir or Madam,

I hope this email finds you well.

I am writing to ask for more information about your English course.

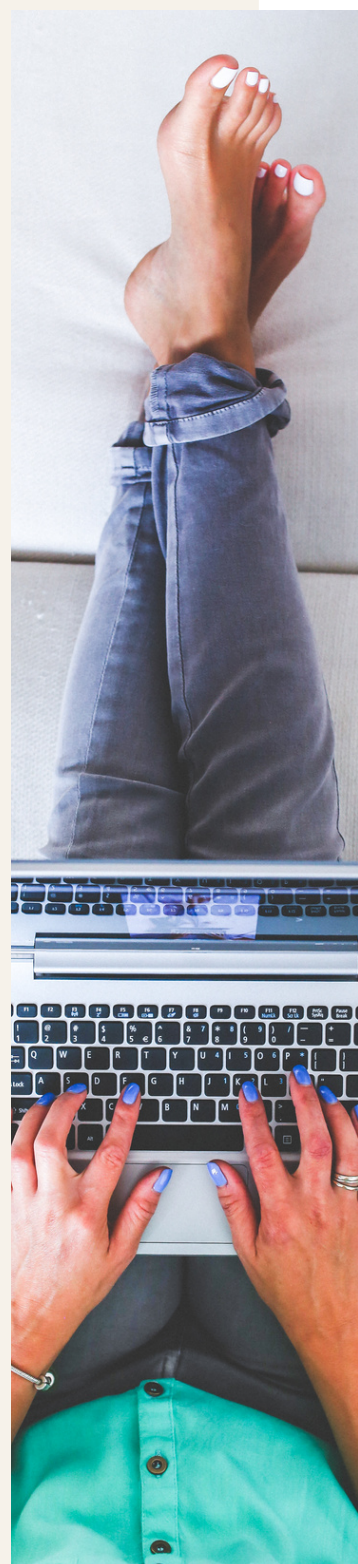
Could you please let me know the schedule and the price? I would also like to know whether I need to purchase a book for the course.

Finally, I am wondering if it is suitable for learners who need to improve their grammar.

Thank you in advance for your help. I look forward to your reply.

Best regards,

Ana



Let's practice!

Dopiši adekvatan **call to action** za sledeće mejlove (postoji više tačnih opcija):

Upit o učlanjenju u jezički centar

I'm interested in joining your language centre and would like to know more about your B2-level courses, including the start date and prices.

➡ Your sentence:

2. Nakon intervjua za posao

Thank you for the opportunity to interview for the position of Customer Support Representative. It was a pleasure to learn more about your team.

➡ Your sentence:

3. Tehnički problem sa online platformom

I'm having trouble accessing the student dashboard. Every time I try to log in, I get an error message.

➡ Your sentence:



1. Upit o učlanjenju u jezički centar

Could you please send me the course details and let me know how I can register?

OR I look forward to your reply with the course schedule and registration process.

2. Nakon intervjua za posao

I look forward to hearing from you regarding the next steps in the selection process.

OR Please let me know if you need any additional documents or references.

3. Tehnički problem sa online platformom

Could you please look into this issue and let me know how to solve it?

OR I would appreciate it if you could help me regain access as soon as possible.

Sign-off je fraza kojom zatvaramo e-mail, neposredno pre nego što potpišemo svoje ime. Njegov stil treba da odgovara tonu i pozdravu na početku mejla.

Evo kakav sign off odgovara kom pozdravu sa početka mejla:

1. Ako si koristio/la formalni pozdrav (Dear Sir or Madam, / Dear Mr. Smith), koristi jedan od ovih izraza:

- Yours sincerely, (ako **znaš** ime osobe)
- Yours faithfully, (ako **ne znaš** ime)
- Kind regards,
- Best regards,

2. Ako si koristio manje formalan pozdrav (Hi John, / Hello Sarah,): koristi blaži sign-off, kao:

- Best,
- Thanks,
- All the best,
- Regards,



vocabulary list A-Z



Engleska reč / fraza	Značenje (srpski)	Primer u rečenici
appreciate	ceniti / biti zahvalan	I would appreciate your quick reply.
assist	pomoći	We're happy to assist you with any issues.
attached	u prilogu	Please find the document attached.
available	dostupan	I am available for the call after 3 PM.
cancel	otkazati	The training session has been canceled.
clarify	pojasniti	Could you clarify what you meant by that point?
confirm	potvrditi	Can you confirm your attendance?
delay / postpone	odložiti	The session has been delayed until next week.
feedback	povratna informacija	We would appreciate your feedback on the service.
follow up (on)	pratiti / javiti se naknadno	I'm following up on my previous email.
further	dodatni	Let me know if you need further assistance.

vocabulary list A-Z



inquiry	upit	This email is in response to your inquiry.
issue	problem	There was an issue with the payment process.
reach out (to)	obratiti se	Feel free to reach out if you have any questions.
regarding	u vezi sa / povodom	I'm writing regarding your request.
request	zahtev	We received your request for more information.
reschedule	promeniti termin	I'd like to reschedule our meeting.
set up	organizovati / zakazati	Can we set up a meeting for Monday?
suitable	odgovarajući	Please suggest a suitable time for the meeting.
unfortunately	nažalost	Unfortunately, the meeting has been postponed.
update	ažurirati / obavestiti	We will update you once the process is complete.

vocabulary list A-Š



Značenje (srpski)	Engleska reč / fraza	Primer u rečenici
ažurirati / obavestiti	update	We will update you once the process is complete.
ceniti / biti zahvalan	appreciate	I would appreciate your quick reply.
dostupan	available	I am available for the call after 3 PM.
dodatni	further	Let me know if you need further assistance.
nažalost	unfortunately	Unfortunately, the meeting has been postponed.
obratiti se	reach out (to)	Feel free to reach out if you have any questions.
odgovarajući	suitable	Please suggest a suitable time for the meeting.
organizovati / zakazati	set up	Can we set up a meeting for Monday?
otkazati	cancel	The training session has been canceled.
pojasniti	clarify	Could you clarify what you meant by that point?
pomoći	assist	We're happy to assist you with any issues.

vocabulary list A-Š



povratna informacija	feedback	We would appreciate your feedback on the service.
potvrditi	confirm	Can you confirm your attendance?
pratiti / javiti se naknadno	follow up (on)	I'm following up on my previous email.
problem	issue	There was an issue with the payment process.
promeniti termin	reschedule	I'd like to reschedule our meeting.
u prilogu	attached	Please find the document attached.
u vezi sa / povodom	regarding	I'm writing regarding your request.
odložiti	delay / postpone	The session has been delayed until next week.
upit	inquiry	This email is in response to your inquiry.
zahtev	request	We received your request for more information.
pomoći	assist	We're happy to assist you with any issues.

You are all set!



Dragi čitaocē,

U ovom e-booku si na jednom mestu dobio sve što ti je potrebno da samouvereno pišeš poslovne mejlove na engleskom jeziku — od osnovne strukture i korisnih fraza do primera i vežbi za praksu. Nadam se da ti je sadržaj bio jasan, praktičan i koristan za svakodnevnu upotrebu.

Ukoliko imaš bilo kakva pitanja, komentare ili sugestije — ili ako želiš da поделиš kako ti je ovaj vodič pomogao — slobodno mi piši! Tvoje povratne informacije mi mnogo znače i pomažu mi da kreiram još kvalitetnih materijala za tebe.

Piši mi na: chitchatengleski@gmail.com

Vidimo se i na Instagramu: [@chitchat.engleski](https://www.instagram.com/chitchat.engleski)



*Thank you!
Happy writing!*



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