



Subject Lines

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Instructions:

1) Watch this short video about why subject lines are important and how to write them.
Click on the link to open the video.

<https://youtu.be/MMGiPVRFOxo>

2. Write your answers on this PDF and check your work with the answer key that follows.



Subject Line Practice:

Find the noun form of the purpose as the key purpose word in your subject line.
Don't forget the colon.

Keyword:	Purpose:
Apology:	To say sorry
Invitation:	To invite someone
	To hand in an assignment
	To send a document as an attachment
	To ask a question
	To remind someone of something forgotten
	To ask for something
	To give comfort for very bad news
	To acknowledge great news (baby, promotion, etc.)
	To organize a time to meet someone
	To organize a meeting

Subject Line Practice:

Write an appropriate subject line for each scenario:

1. You would like to thank your employees for their extra effort in completing an important project with Apple.

Subject line:

2. You want to know the deadline for a L'Oreal proposal.

Subject line:

3. You want to send a travel agent, Mohammed Alawi, the scanned copy of your passport.

Subject line:

4. You are writing to Wayne Jones, Assistant Director of Varsity College in the USA. You want to submit your job application for the Students Abroad Program.

Subject line:

5. You would like to get a dental cleaning with your dentist, Ekon Abebe, on Wednesday at 10am.

Subject line:



ANSWER KEY: Subject Lines



Subject Line Practice:

Find the noun form of the purpose as the key purpose word in your subject line.
Don't forget the colon.

Keyword:	Purpose:
Apology:	To say sorry
Invitation:	To invite someone
Submission:	To hand in an assignment
Attachment:	To send a document as an attachment
Query: or Question:	To ask a question
Reminder:	To remind someone of something forgotten
Request:	To ask for something
Condolences:	To give comfort for very bad news
Congratulations:	To acknowledge great news (baby, promotion, etc.)
Appointment:	To organize a time to meet someone
Meeting:	To organize a meeting

ANSWER KEY: Subject Line Practice

Write an appropriate subject line for each scenario:

1. You would like to thank your employees for their extra effort in completing an important project with Apple.

Subject line: Thank You: Apple Project

2. You want to know the deadline for L'Oreal proposal. Write your supervisor, Steven Strasen.

Subject line: Question: L'Oreal Deadline

3. You want to send a travel agent, Mohammed Alawi, the scanned copy of your passport.

Subject line: Attachment: Passport Copy

4. You are writing to Wayne Jones, Assistant Director of Varsity College in the USA. You want to submit your job application for the Students Abroad Program.

Subject line: Submission: Job Application

5. You would like to visit your dentist, Ekon Abebe, on Wednesday at 10am.

Subject line: Appointment: Dental Cleaning



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ROBYN ALBERS has a Masters of Education in TESOL and twenty-five years experience training employees and university students in the United Arab Emirates, South Korea, Taiwan and Canada. She has published academic articles on the Scholarship of Teaching and Learning and has won international awards in teaching.

She serves as a board member for the Canadian Business Council Abu Dhabi. She is currently volunteers as the head of membership.

Her mission is to help employees write and speak simple, clear, messages to increase confidence and competence in their working environment.

Testimonials from LinkedIn



Mariam Al Rashdi

Global Communications
Intern at The Fred Hollows
Foundation

October 14, 2020, Mariam was a
client of Robyn's

Ms. Robyn has outstanding communication skill ! I took Business communication course with her and I am so glad I did. The course helped me develop my presentation skills and how to communication better in an organization using tools such as the E-mail. I currently use everything I was taught in the co... [See more](#)



Ala'a Hamdan

Senior Relationship Officer at
Commercial Bank of Dubai

September 28, 2020, Ala'a was a
client of Robyn's

Miss Albers' taught Business Communications with an authentic approach that gave me a real first glimpse at how communication inefficiencies can significantly affect my productivity, work environment, and relationships with my colleagues/management.



Huda Al-Ameri

Career Development Officer
at Abu Dhabi Sewerage
Services Company (ADSSC)

September 30, 2020, Huda was a
client of Robyn's

Mrs. Albers taught me English courses at Zayed University in 2006. She helped me a lot to improve my English language, and presentation skills. She has a amazing communication skill that kept me in contact with her since 2006 till today. She is very kind and respect all people no matter their education level, cultu... [See more](#)

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