Structure and language of a **formal** e-mail

Subject line: (informative, short, relevant)

Dear Ms / Mr / Mx / Dr (always 'Dear' in formal messages!)

(paragraphs)

1. introduction: what, who?
2. details

full word forms throughout the message, e.g. do not, does not, I am, you are; shortened forms are considered informal language (don't, doesn't, I'm, you're)

Looking forward to your reply / to doing business with you / etc. (if you are expecting a reply)

Sincerely / Yours / Sincerely Yours / Yours truly

(name, contact information)