Brainstorming stage
First of all without any help, brainstorm language to do each of the functions below.
Opening greetings

Opening lines mentioning the last contact between you

Opening lines with the subject of the email/ reason for writing

Social opening lines/ Friendly opening lines

Closing lines mentioning the next contact between you

Closing lines offering more communication (if needed)

Closing lines for (big) requests

Closing line for instructions/ commands/ orders

Social closing lines/ Friendly closing lines

Closing greetings

Different ways of writing your name at the end of emails

Body of the email
Mentioning information elsewhere (attachments, text pasted in, links, websites, etc)

Requests

Enquiries/ Asking for information

Answering questions/ Giving information

Making arrangements/ Changing arrangements/ (Re)scheduling

Making complaints

Apologising/ Responding to complaints

Instructions/ Commands/ Demanding action

Negotiating

Asking for permission

Look at the model emails for suitable phrases to go above, brainstorm more, then compare your extra phrases as a class or with the big list from page 368.

Roleplay email exchanges starting with one of the functions above, either passing scrap paper back and forth or just saying what you would write in your emails.