



Effective email

Our courses

Inbox panic? Email has revolutionised our professional lives. But writing and reading messages can consume a huge part of the working day. It's all too easy to become a slave to the incoming message ping or to find that firing off a 'simple' message lands you in hot water.

Writing business emails that work

This practical email writing course is designed to help you overcome these problems. By learning more about structuring effective business emails, you will discover how to compose messages that really benefit your organisation – and save you time.

Using email efficiently

The training focuses on email writing skills, but you'll also learn how to avoid some of the common pitfalls of email addiction. For example, you'll discover how to ensure your message goes to the right person and how to remember to attach those essential documents – every time.



Effective email

Who is it for?

Everyone who writes emails as part of their working day.

How long is it?

One day + short one-to-one coaching session.

Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small group training ensures you get individual attention.
- The course is tailored so that examples and exercises are relevant to your work area.
- Targeted follow-up coaching focuses on ongoing problems.
- Follow-up support includes free telephone and email support for a year.

What you'll learn

On this one-day course you will learn how to:

- **make sure your messages get opened quickly**
- **give longer messages a logical structure**
- **distinguish informal from formal email writing**
- **get your key messages across**
- **avoid igniting an email writing 'flame war'**
- **choose an appropriate style for writing business emails**
- **address your readers' needs**
- **establish and build rapport**
- **know what format to use – and when**
- **minimise spam**
- **cut down on other unnecessary email**
- **avoid embarrassing mistakes**
- **free yourself from inbox slavery**
- **make your emails more readable**
- **stay out of the libel courts.**



Effective email

Course programme

Effective email

9.30 Introduction

- Welcome
- Course overview

- Why good writing pays off
- Putting the reader first
- Having a clear objective

10.45 Coffee

- Planning email and longer documents
 - Why even email needs planning
 - Clarity of thought
 - Assembling the facts
 - Making the information flow
 - Meeting (all) readers' needs
 - Making it logical for them
- Persuasive writing
 - Four steps to building a persuasive case
 - Getting the reader to take (the right) action

1.00 Lunch

- Improving readability
 - Reader-centred writing
 - Make your writing active
 - Writing in plain English
 - Structuring your sentences for easy reading

3.30 Tea

- Email dos and don'ts
- Confident grammar
- Perfect punctuation

Summary

5.30 Close

Take control of your inbox: discover how to use email more efficiently and effectively.