Email-writing course

Email is a problem that is hiding in plain sight – one which few people will tackle. We all use email every day. Yet, too often, email fails to be the effective communication tool it deserves to be.

Emails are more likely than other kinds of work to be littered with spelling and grammar errors. Poor structure can result in overlong emails that fail to get their key message across. And poorly worded emails can lead to misunderstandings or tension between colleagues or with clients, causing disrupted workflows and needless stress.

Better email writing

But it doesn't have to be this way. Used well, email gets ideas across quickly and with a minimum of effort. Rather than a barrier to action, it can be an invaluable tool for making sure that everything that needs to happen, happens.

That's why we developed this course. It's specifically designed to help your team claw back the time lost to poorly written emails. The end result is clear, professional emails that let your team hit 'send' with confidence.

Who is it for?

This course is for everyone who writes emails at work.

What does the programme include?

A face-to-face one-day training course is standard. However, we can adapt the course for shorter or longer sessions as required.

We'll also analyse a sample of each delegate's writing before the course and produce a graph of the results, showing both strengths and areas that need work. The trainer will talk through the results with delegates individually during the course, giving them targeted feedback that means they can focus on their problem areas and make rapid improvements.

Numbers, pricing and venue

We can train any number, including an entire organisation. (Please ask about our open courses if you only need to train one or two people.)

We train in small groups of no more than ten, to make sure everyone gets the individual attention they need.

Our trainers are based in the UK, but we train globally. Wherever you are in the world, we can run the course on your premises. (We can also train remotely.)

The cost of the course varies depending on how many people you're looking to train.

If you'd like to find out prices for your group size, call us on +44 (0)1273 732 888 or email info@writing-skills.com.

All our courses come with a 30-day money-back guarantee. If you're not completely satisfied, let us know within 30 days of your first face-to-face course and we'll give you a full refund.

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Learning objectives

On this email-writing training course, your team will learn how to:

• begin and end emails professionally

• structure emails logically using the SCRAP formula

• get the reader on-side from the beginning

• avoid making embarrassing mistakes

• know when email isn't the best solution

• stop being a slave to their inboxes.

Reinforce the learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and continued practice. So you have the option to enrol your team in our online programme, Emphasis 360. Through short weekly lessons, your team will be able to reinforce and build on everything they learned on the course.

You could also choose to run a coaching clinic: a follow-up day of individual coaching sessions based on a second writing analysis from each delegate. These one-to-ones give the trainer and delegates a chance to identify and target any ongoing problem areas.

Contact us to discuss building the programme that's best for your team.

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Course programme

Email-writing course

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

Turn email back into the effective communication tool it should be with this intensive day of training