



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.

This course addresses all these issues and more. The end result is clear, professional emails that let you hit 'send' with confidence every time.

Who is it for?

This course will benefit everyone who writes emails as part of their working day.

Our courses for individuals are a great way to train only one or two people, or to sample our training before bringing it in-house.

Where is it held?

We run this course at Etc venues in central London.

Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small-group training (ten delegates per course) ensures you get individual attention.
- Follow-up support includes access to a free telephone and email helpline for a year.
- The optional post-course analysis makes sure you're applying what you've learnt. We can also write a brief action summary to tell you where to focus your efforts now.

What you'll learn

On this one-day course you'll learn how to:

- begin and end emails professionally
- structure emails logically
- 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 your inbox.

Course programme

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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
 - Making 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

Get your emails read: discover how to grab your readers and keep them reading