

Now with  
post-course e-learning  
support worth £150

## Effective email writing (remote learning)

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 will benefit

This course is ideal for 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.

And because this is remote training, you can attend no matter where you are.

## Live online training

We run this course remotely, using the latest web technology. That means you can attend from anywhere. All you need is a computer, a headset and stable internet access.

Learning online is always going to be different from learning in person. So we've carefully designed our remote sessions with these differences in mind, to ensure you still get the same level of interactivity as in our face-to-face training.

And as part of this blended programme, after the remote course you'll also get a year's access to our comprehensive e-learning package, *The complete business writer*. These short and engaging lessons will reinforce and build on the business-writing techniques you learn on the day course.

## Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small-group training (eight delegates per course) ensures you get individual attention.
- Use of breakout rooms, live polling and activities, shared whiteboards and other tools creates an interactive and collaborative experience.
- Follow-up support includes access to a free telephone and email helpline for a year.
- Post-course access to our e-learning programme *The complete business writer* reinforces and builds on what you've learned.

## 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

### Effective email writing (remote learning)

#### 9.30\* Introduction

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

#### 10.30 Break

- 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

#### 11.45 Break

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

#### 1.30 Break

- Individual one-to-ones: feedback on writing samples
- Email dos and don'ts
- Confident grammar
- Perfect punctuation

#### 3.30 Close

\*Timings based on UK time zone (GMT/BST)

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