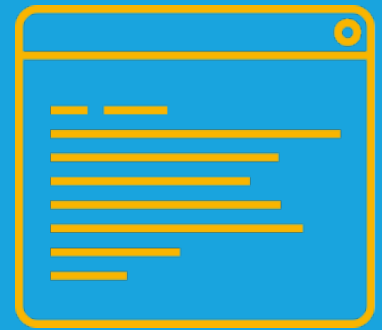


# Effective email writing

Course for individuals

Live online

**Who is it for?**

This course is ideal for everyone who writes emails as part of their working day.

**Delivery**

We deliver this course live online.

**Group size**

This is small-group remote training, with a maximum of eight delegates per course.

**Course length**

A half-day of training and a one-to-one coaching session, plus a year's access to business-writing e-learning.

**Cost**

£495+VAT. [Book online](#) or contact us:

**+44 (0)1273 732 888**

[info@writing-skills.com](mailto:info@writing-skills.com)



Email is a problem that is hiding in plain sight. We all use email every day. Yet too often email fails to be the effective communication tool it should be.

Emails are more likely than other kinds of work to see spelling and grammar errors creeping in. Poor structure can result in overlong emails that fail to deliver their key message. And poorly worded emails can lead to misunderstandings 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 smoothly. Rather than a barrier to action, it can be an invaluable tool for making sure that everything that needs to happen at work, happens.

This course addresses all this and more. The end result is clear, professional emails that get results – and mean you can hit 'send' with confidence every time.

Now with post-course e-learning support worth

**£150**



'Really fantastic course – very informative and varied. The course flew by, and it was instantly applicable to my day to day.'

Maddie Gale, Uber

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## 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.

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## Why it works

- ✔ Pre-course writing analysis identifies the areas you need to work on.
- ✔ One-to-one coaching shows you where to focus and how to quickly put the right techniques into practice to create rapid improvements.
- ✔ Small-group training ensures you get individual attention from the trainer.
- ✔ Use of breakout rooms, live polling and activities, shared whiteboards and other tools creates an interactive and collaborative experience.
- ✔ Follow-up support includes a year's access to our business-writing helpdesk.
- ✔ Post-course access to our e-learning programme *The complete business writer* reinforces and builds on what you've learned.

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## What you'll learn

On this training, you will learn how to:

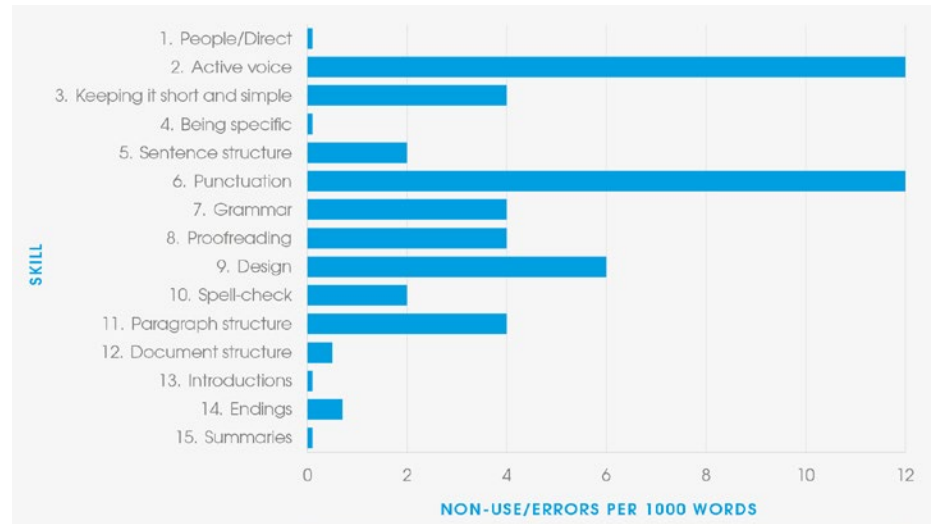
- ✔ begin and end emails professionally
- ✔ set a clear objective for every message
- ✔ structure emails logically
- ✔ get the reader on-side from the beginning
- ✔ communicate your messages effectively
- ✔ avoid making embarrassing errors
- ✔ know when email isn't the best solution.



## Individual analysis and coaching

Every person has their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices that can change how well any person communicates in writing.

Before the live training, we'll request a sample of writing from you. Our expert trainer will analyse your writing sample and we'll produce a graph of the results.



Gap analysis: every participant receives targeted feedback

After the group training, you'll have a one-on-one with the trainer, who'll talk you through your results and answer any questions you have. They'll explain the areas you should focus on and exactly how to put your new skills into practice to make rapid improvements.

Trusted by over 6,000 organisations worldwide, including:



# Effective email writing

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9.30-12.30

## Clear, reader-focused emails

**Introduction and course overview**

**Planning an email with the recipient in mind**

**Creating a logical structure for your emails**

**Getting the recipient to take (the right) action**

**Improving readability**

- ☑ Making your writing active
- ☑ Writing in plain English
- ☑ Structuring your sentences for easy reading

**Getting the tone right**

**Avoiding mistakes**

**Email do's and don'ts**

13.30-17.00

Individual coaching sessions and analysis feedback

## Follow-up support

### Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer* to build on and reinforce the learning.

### Business-writing helpdesk

We're on hand to help with those quick questions that come up as you put the techniques you've learned into practice.

Get in touch to discuss your course today

Call: +44 (0)1273 732 888  
Email: [info@writing-skills.com](mailto:info@writing-skills.com)