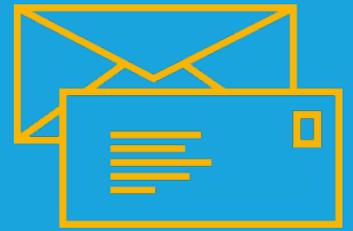


# Business-letter writing



Course for companies

In person

**Who is it for?**

Any teams that have to write business letters.

**Delivery**

We deliver this course in person.

**Participant numbers**

Four people up to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

**Course length**

Flexible – typically one day. We can adapt the course for longer or shorter sessions as required.

**Pricing**

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

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

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



## Despite the prevalence of email, letters are still a vital communication channel between an organisation and its customers.

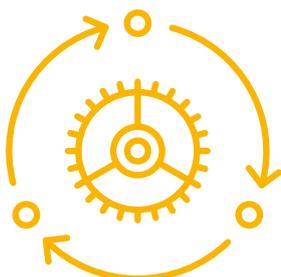
There are many types of business letters, from short acknowledgements to applications for finance. What unites them all is that there's a human reading every one. This means your team's letters should be both clear and written in an appropriate tone.

In this professional letter-writing course, we'll teach your team how to write letters that get the right message across.

### Tailored to your needs

All our in-house training is bespoke, so you can be sure your programme will fit with your goals and challenges and the kind of business letters your team write.

So, as well as consulting with you before the training, we'll take examples of your letters and use them to tailor the content. This ensures that all the materials are relevant and delegates can see how to apply the techniques they learn to their daily work.





‘We chose Emphasis because they really “got it” – they really understood exactly what we needed and what our issues were.’

Mary Jean Pritchard,  
The King’s Fund

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## Venue

Our trainers are based in the UK, the US and Europe, but we train globally. Wherever you are in the world, we can come to you to run the course. We can also train remotely.

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## Why it works

- ✔ Pre-course writing analysis identifies the areas each learner needs to work on.
  - ✔ Small-group training ensures each delegate gets individual attention.
  - ✔ Targeted exercises and discussion keep learners engaged and mean they immediately practise applying the techniques.
  - ✔ One-to-one coaching shows delegates where to focus and how to quickly put the right techniques into practice to create rapid improvements.
  - ✔ Each delegate receives one year’s access to our business-writing helpdesk to support them as they take what they’ve learned into their roles.
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## Learning objectives

On this course, your team will learn how to:

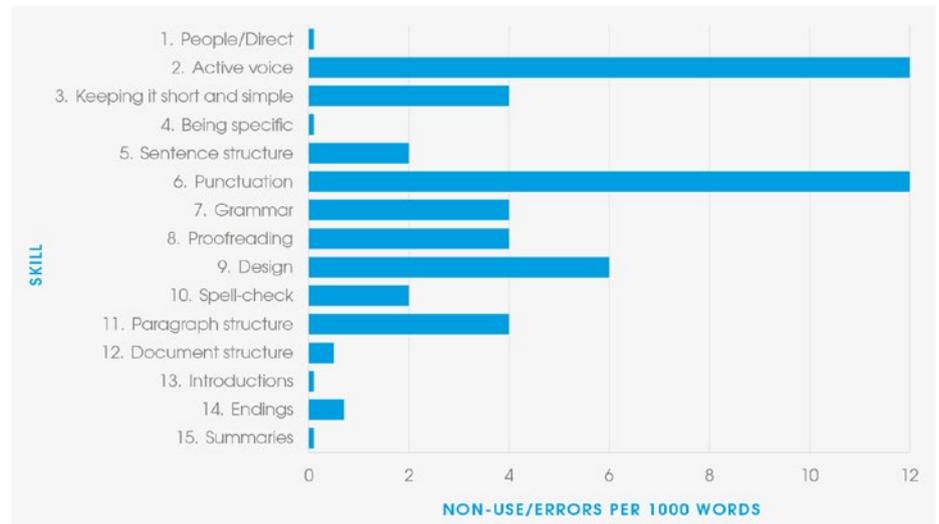
- ✔ identify the reader and directly address their needs
- ✔ keep the reader’s interest
- ✔ write convincingly and persuasively
- ✔ explain technical subjects to non-technical readers
- ✔ remove jargon and buzzwords
- ✔ construct crystal-clear sentences
- ✔ select the right words and expressions
- ✔ choose the correct tone and voice
- ✔ write formally and informally
- ✔ use compelling beginnings and endings
- ✔ use appropriate presentation, format and layout for any letter
- ✔ be confident in their grammar and punctuation
- ✔ apply their letter-writing skills to emails
- ✔ use the correct etiquette in both letters and emails.



## Individual analysis and coaching

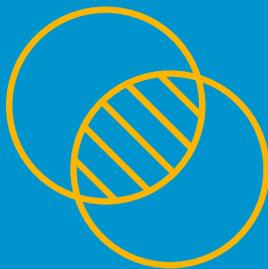
Every delegate will have their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices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

Before the live training, we'll request a sample of writing from each participant. The expert trainer will analyse each person's sample and we'll produce a graph of their results.



Gap analysis: every participant receives targeted feedback

During the course, each participant will have a one-on-one with their trainer, who'll talk them through their results and answer any questions. The trainer will explain the areas they should focus on and exactly how to put their new skills into practice to make rapid improvements.



## A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or online learning.

**Contact us to discuss the best blended programme for your team.**

Trusted by over 6,000 organisations worldwide, including:



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9.30	<b>Introduction</b> <ul style="list-style-type: none"><li>Welcome</li><li>Course overview</li></ul> <b>The benefits of writing well</b> <b>Prioritising the reader</b> <b>Visualising the outcome</b>
10.45	<b>Break</b>
	<b>First things first</b> <ul style="list-style-type: none"><li>What's your goal?</li><li>What's your evidence?</li></ul> <b>Structuring your letter</b> <ul style="list-style-type: none"><li>Making information accessible</li><li>Knowing what the reader wants</li><li>Letter and email etiquette</li></ul> <b>Starting off and finishing up</b> <ul style="list-style-type: none"><li>Building rapport quickly</li><li>Making endings memorable</li></ul>
1.00	<b>Lunch</b>
	<b>Keeping the reader engaged</b> <ul style="list-style-type: none"><li>Reader-centred writing</li><li>Active not passive</li><li>Avoiding jargon, clichés and management-speak</li><li>Structuring your sentences for easy reading</li></ul>
3.30	<b>Break</b>
	<b>Proofreading tips</b> <b>Perfect punctuation</b> <b>Confident grammar</b>
5.15-5.30	<b>Summary and close</b>

## Build your programme: optional follow-up

### Comprehensive e-learning

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

### Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

Get in touch to discuss your writing course today

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