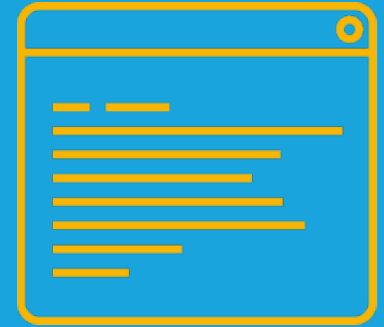


# Effective email writing **with AI** ✨

Course for individuals

Live online

**Who is it for?**

Ideal for anyone who writes emails at work and wants to know how AI can help to make them even more efficient and effective.

**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**

One day

**Pricing**

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

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

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



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

## Despite spending anywhere from 20 to 40 per cent of our work lives on email, it often fails to be the effective tool it should be.

From overlong, poorly structured messages to misjudged tone or confusing wording, the result is lost time and needless stress for both writers and recipients.

And while AI tools offer real efficiency gains, it's crucial to know both their strengths and their weaknesses – to keep errors and hallucinations out of our messages, while holding on to the human touch.

This course will show you how to produce clear, reader-focused messages, making the most of AI to save time and always hitting 'Send' with confidence.



'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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## Getting the best from AI

AI's power is undeniable, and it is advancing all the time. Those not using it risk falling behind, even becoming obsolete. But poor use of AI risks producing generic, forgettable and even error-filled work. Worse still, we face the danger of losing touch with our subject and the vital skill of critical thinking.

We want to get the best from AI, not let AI get the best of us.

That's why our training provides you with specific, practical guidance on using AI tools to create better thinking *and* better work. We always start with a foundation of what makes writing truly effective. Because it's only by knowing what 'good' looks like that you can make the most of AI to help you get there.

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## Why it works

- ✔ Pre-course writing analysis identifies the areas to work on that will help you the most.
- ✔ Small-group training ensures everyone gets individual attention from the trainer.
- ✔ Use of breakout rooms, live polling and activities, shared whiteboards and other tools creates an interactive and collaborative experience.
- ✔ One-to-one coaching shows you where to focus and how to quickly put the right techniques into practice to create rapid improvements.
- ✔ Post-course access to our e-learning programme reinforces and builds on what you've learned.

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## What you'll learn

On this training, you will learn how to:

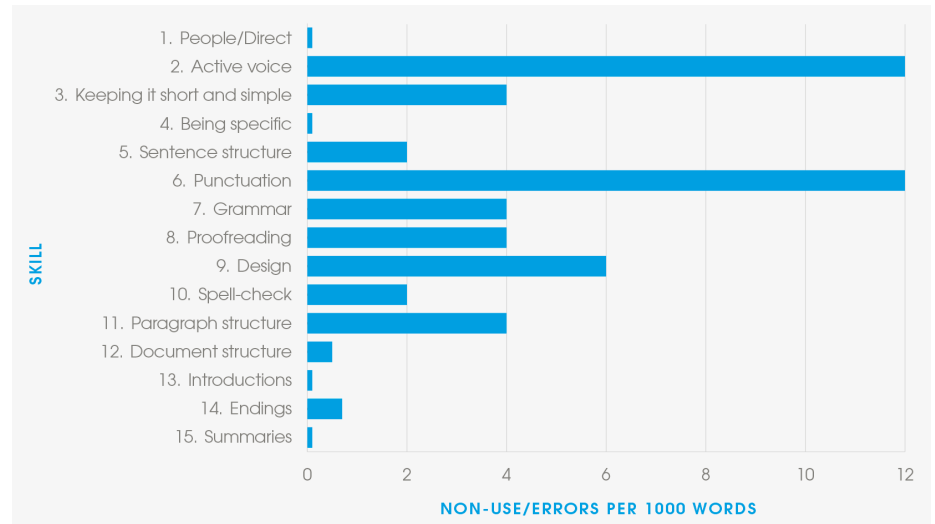
- ✔ begin and end emails professionally
- ✔ set a clear objective
- ✔ consider your audience
- ✔ structure emails logically
- ✔ write clearly and succinctly
- ✔ get the reader on-side from the beginning
- ✔ communicate your messages effectively – first time
- ✔ avoid including embarrassing mistakes or AI hallucinations
- ✔ know when email isn't the best solution
- ✔ use AI tools mindfully throughout – balancing efficiency with human judgement.



## Individual analysis and coaching

Every attendee's writing style is a unique mix of strengths, weaknesses and blind spots. That's why expert human analysis is a core part of our training. It turns useful techniques into practical habits that improve how clearly and confidently each person communicates.

Before the live training, we request a writing sample from each participant. The expert trainer will analyse each sample using our proprietary diagnostic tools and their own deep understanding of the subject. We then produce a graph of the results.



Gap analysis: every participant receives targeted feedback

As part of the training, 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 how to put their new skills into practice, with support from AI, to make rapid improvements.

Trusted by over 1,000 organisations worldwide, including:



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9.30	<b>Introduction</b> <ul style="list-style-type: none"><li>✔ Welcome and course overview</li></ul> <b>Why good writing pays off</b> <ul style="list-style-type: none"><li>✔ ✦ How (and why) to partner with AI tools</li></ul> <b>Putting the reader first and clarifying your objective</b> <ul style="list-style-type: none"><li>✔ Identifying your who and why</li><li>✔ ✦ Filling knowledge gaps with AI</li></ul>
10.30	<b>Break</b>
	<b>Planning email and longer documents</b> <ul style="list-style-type: none"><li>✔ ✦ Brainstorming and planning – with and without AI</li><li>✔ Assembling the facts</li><li>✔ Making the information flow</li><li>✔ Building a logical structure</li><li>✔ ✦ Drafting and reviewing</li></ul> <b>Persuasive writing and prompting action</b> <ul style="list-style-type: none"><li>✔ Four steps to a compelling case</li><li>✔ ✦ Using AI as your sounding board</li></ul>
12.00	<b>Lunch</b>
	<b>Improving readability</b> <ul style="list-style-type: none"><li>✔ Recognising writing that works</li><li>✔ ✦ Prompts to support reader-centred writing</li><li>✔ Keeping the human element</li></ul>
1.30	<b>Break</b>
	<b>Ensuring accuracy</b> <ul style="list-style-type: none"><li>✔ ✦ Making AI your own personal proofreader</li><li>✔ ✦ Avoiding errors and hallucinations</li></ul> <b>Email do's and don'ts</b> <ul style="list-style-type: none"><li>✔ Email etiquette</li><li>✔ ✦ AI inbox efficiency</li></ul>
3.15–3.30	<b>Summary and close</b>

## 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.