



## Business letter-writing course

Despite the prevalence of email, letters are still a vital communication channel between an organisation and its customers. Yet business letter writing is becoming a lost art.

Once a fundamental professional skill, formal letter writing now provokes caution and confusion in many people.

### Tailored to your needs

There are many types of business letters, from short acknowledgements to applications for finance.

So before the course, our expert course developers will review samples of the letters your team send, and tailor the exercises and examples to focus on the skills your team need to improve.

(If your team primarily write customer letters, please look at our course [Writing to customers](#).)

## Who is it for?

The techniques we teach on this course will benefit anyone who has to write business letters. The trainer will pitch the course according to the writing level and confidence of the participants.

## What does the programme include?

A face-to-face one-day training course is standard. However, we can adapt the course for shorter or longer sessions as required.

Your team will also have complete access to weekly online lessons as part of our follow-up programme, Emphasis 360. This will allow your team to recap the techniques they covered in the course – and learn new ones.

## Numbers, pricing and venue

We can train four people up to an entire organisation. (Please ask about our open courses if you only need to train one to three people.)

The cost of the course varies depending on how many people you're looking to train. If you'd like to find out prices for your group size, call us on +44 (0)1273 732 888 or email [info@writing-skills.com](mailto:info@writing-skills.com).

Our trainers are based in the UK, but we train globally. Wherever you are in the world, we'll run our course on your premises. (We can also train remotely via WebEx.)

All our courses come with a 30-day money back guarantee. If you're not completely satisfied, let us know within 30 days of your first face-to-face course and we'll give you a full refund.

## 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.

## Course programme

### Business letter-writing course

#### 9.30 Introduction

- Welcome
- Course overview
- The benefits of writing well
- Prioritising the reader
- Visualising the outcome

#### 10.45 Coffee

- First things first
  - What's your goal?
  - What's your evidence?
- Structuring your letter
  - Making information accessible
  - Knowing what the reader wants
  - Letter and email etiquette
- Starting off and finishing up
  - Building rapport quickly
  - Making endings memorable

#### 1.00 Lunch

- Keeping the reader engaged
  - Reader-centred writing
  - Active not passive
  - Avoiding jargon, cliché and management-speak
  - Structuring your sentences for easy reading

#### 3.30 Tea

- Proofreading tips
- Perfect punctuation
- Confident grammar

#### Summary

#### 5.30 Close

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