## Email-writing course

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.

Simple mistakes are often a large part of the problem. Emails are more likely than other kinds of work to be littered with spelling and grammar errors.

More fundamentally, poor structure can result in overlong emails that fail to get their key message across. And poorly worded emails can lead to disputes between colleagues or with clients, causing disrupted workflows and needless stress.

### Better email writing

But it doesn't have to be this way. Used correctly, email gets ideas across quickly and with a minimum of effort. Rather than a barrier to action, it can be the opposite: an invaluable tool for making sure that everything your team need to happen, happens.

That's why we've developed this course. It's specifically designed to help your team claw back the time lost to poorly written emails. The end result is clear, professional emails, that let your team hit 'send' with confidence.

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# Improve your writing at work

## Who is it for?

Everyone who writes emails as part of their working day.

## 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.

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 email-writing training course, your team will learn how to:**

• begin and end emails professionally

• structure emails logically using the SCRAP formula

• 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 their inboxes.

# Course programme

## Email-writing course

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

**10.45**  Coffee
- 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

**1.00**  Lunch
- Improving readability
  - Reader-centred writing
  - Make your writing active
  - Writing in plain English
  - Structuring your sentences for easy reading

**3.30**  Tea
- Email dos and don'ts
- Confident grammar
- Perfect punctuation

Summary

**5.30**  Close

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