



Better business letters

Our courses

Despite the prevalence of email, letters still represent 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.

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There are many types of business letters; from short acknowledgements to business reports, applications for finance and responses to complaints. Before the course, we will analyse a sample of the letters you send, and tailor the exercises and examples to focus on the skills you need.



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Who is it for?

This course is suitable for anyone who writes formal letters or emails – our bespoke service addresses your particular needs. Before the course, the trainer will analyse a sample of your letters and design the exercises around you.

How long is it?

One day + short one-to-one coaching session.

Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small group training ensures you get individual attention.
- The course is tailored so that examples and exercises are relevant to your work area.
- Targeted follow-up coaching focuses on ongoing problems.
- Follow-up support includes free telephone and email support for a year.

What you'll learn

On this one-day course you will learn how to:

- identify the reader and speak directly to them
- 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 correct beginnings and endings
- use appropriate presentation, format and layout for any letter
- be confident in your grammar and perfect in your punctuation
- apply your letter-writing skills to emails
- use the correct etiquette in both letters and emails.



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Course programme

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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