

Course Profile

Course Name: **Effective Emails and Email Etiquette**

Duration: 1 Day

Objectives:

Anyone who uses email to communicate at work...

How often do you read an email and make an impression of the writer – good or bad? Producing professional, well written emails is vital in achieving your purpose and establishing your credibility. Establishing the right style and tone can make all the difference. You will develop skills in planning, structure, grammar, spelling, punctuation and proof-reading and receive feedback on your writing style. You will learn how to avoid becoming a slave to the Bleep

Course Content:

Writing good emails

- Defining and understanding the purpose and objectives
- The barriers to communication for the writer and reader
- Creating the right style
- Recognising the needs of the reader
- Organising information in a logical way to create 'flow'
- Developing a persuasive writing style to influence the reader
- Practice exercises

Effective writing skills

- Keeping it short and simple
- Using appropriate language
- Key principles of punctuation, spelling and grammar
- Utilising proof reading techniques to check clarity and accuracy
- Practice exercises
- Email etiquette

Delegates will be encouraged to bring samples of recent emails to review and apply learning.

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How You Will Benefit:

By the end of the course you will be able to:

- Get your message across with maximum impact
 - Choose the appropriate style and tone for your business emails
 - Meet your reader's needs
 - Establish and build rapport with your readers
 - Ensure your emails are clear and concise
 - Structure your emails logically to aid reading and understanding
 - Write persuasively to achieve your intended objective
 - Explore the correct use of common spellings, grammar and punctuation
 - Critically review and edit your material to ensure a professional finish
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