

Business Email Writing

Introduction

Why professional email writing? Correct use of language, tone, structure and style are all key elements of writing business correspondence. Email, originally envisaged to be an informal and fast form of exchange, has now become the default communication vehicle for most organisations. As with any business correspondence, poor spelling, ineffective layout or inappropriate email etiquette can all impact on the audience, with consequences ranging from simple misunderstandings through to damaged reputation and potential loss of business.

This course aims to combine the general principles of good correspondence with a more specific focus on the pitfalls and dangers of email writing and email etiquette. The highly interactive workshop will enable you to create the desired impact and convey your message more effectively through professional email writing.

Course Objectives

By the end of this course, participants will be able to:

- Structure an effective email
- Explain the different perspectives of the reader and the sender when responding to an email
- Use effective language to get results from your emails
- Detail positive, reader-centred wording
- Incorporate form or pre-scripted content
- Ensure the clarity and focus of each message
- Identify different types of language and personality traits and how to respond to them effectively in emails
- Identify communication situations that are inappropriate for e-mail
- Identify needs
- Highlight corresponding benefits to needs by email
- Display more effective email writing techniques

Content

A sample of what is covered includes:

Module 1: Introduction

The first module will introduce you to the value and importance of well-written business emails. The course goals will be reviewed to highlight how specific email skills will be developed. The core components of an email will be examined as the foundation for the course.

Module 2: Six Steps to Effective Business Writing and Email

In the second module, we teach you a practical framework for writing business emails. This six-step process helps you understand strategies needed to write a clear email. This process will allow you to spend 25% less time on every email you write.

Module 3: Address Line and Major Considerations

What is the most important consideration in an email? Your audience is the focus. Yet, in an email, there can be a variety of audiences, managed in the address, CC and BCC line.

This module will teach you how to properly identify appropriate recipients and avoid common missteps.

With the audience in place, the email sequence will be dissected. The order of information varies depending on the audience and the purpose. Learn the appropriate sequences for diverse recipients in Module 3.

Module 4: New Email Considerations

The email etiquette and strategies that were taught in business school just five years no longer applies. The speed and volume of business email require up-to-date strategies to manage it properly.

This module will demonstrate the latest email style guidelines. Discover what should be in your email signature, and how it varies between devices. Avoid mistakes when sending sensitive emails. Stay ahead of the curve by learning modern email practices.

Module 5: Email Examples

What does a good email look like? What makes a bad email ineffective? Understand the good, the bad, and the ugly in business email in this module. Real emails will be analyzed to determine how well they work. You'll also learn how to benefit from email templates, without making common mistakes.

Module 6: Managing the Volume

Everyone is inundated with email. This module teaches you how to manage your own inbox so you control your email, not the other way around. These strategies include personal time management tactics and technological solutions to improve your email experience.

Module 7: Style - Organization and Presentation

Email formatting is not automatic. Thoughtful use of basic formatting tools will greatly increase your read and response rate. Proper formatting is also an indicator of professionalism. Learn how to harness its value in Module 7.

Module 8: Tone and Word Choice

Email tone can be interpreted in different ways. This module will help you write with the intended tone for your audience. It will also help you refine your message through clearer, more appropriate word choice.

Module 9: Grammar and Syntax

Grammatical mistakes can make a great email look unprofessional. Avoid common mistakes and improve your syntax choice in Module 9. You'll also learn how to proofread effectively to ensure you can feel confident when you click 'Send'.

Module 10: Putting It All Together

This module will combine the entire course into a practice email. In this final review, you will receive detailed feedback on your writing as well as additional insight and content targeted to your role and needs.

