

Writing Effective Emails

Description of Course

E-Mail has become an important means of communication in business. Unfortunately we do not always display the same professionalism in our e-mails as we do with other forms of business communication.

One reason for this is that, despite its popularity, e-mail is a relatively new method of communication and professional standards are still evolving.

In this training session we consider what standards we need to be applying to ensure that our e-mails are professional and effective especially when written in English and aimed at an Anglo Saxon recipient.

Course Objectives

By the end of this course delegates will be able to:

- Eliminate simple errors when writing and sending e-mails
- Write e-mails that comply with the professional standards of their organisation
- Write emails in English that follow an Anglo-Saxon style
- Follow accepted protocol when writing and sending business e-mails

Duration of Course

Half day

Course Outline

Three Aspects - The participants in this session consider three aspects of writing e-mail and start considering how they can improve their business e-mails by paying attention to these.

E-Mail Errors - Participants discover common errors made in business e-mails and how to eliminate these errors. They also have the chance to put this into practice by proof reading and correcting a short e-mail.

Professional Standards - This section contains an activity to help participants understand the professional standards they should aim for when writing business e-mails. They also get the opportunity to put this into practice by re-writing an unprofessional e-mail.

Style Differences between English/Spanish

Example language – Useful phrases in English for greeting, opening sentences, main body of mail, closing sentences and sign-off.

Example emails – Delegates look at a variety of mails demonstrating style and common phrases and use these as a model to practice writing their own.

E-Mail Protocol - Here participants look at a number of diverse issues such as addressing e-mails, font type, font size and the use of attachments.