

Virtual Email Writing Essentials

Six hours

Do you receive too many unnecessary emails? Are you tired of emails that are long and rambling? Are you fed up with too much back and forth? In spite of these typical problems, email is here to stay. It's cost effective, and easy to use. It lets us instantly reach readers who are far away, and email makes it cheap and easy to distribute large documents.

This email writing course shows you when email is the best way to communicate and when to avoid it. Learn to write messages that are concise and to the point, and ensure your messages are clear and easy to respond to.

Who should attend

This six-hour course is for anyone who writes emails to colleagues or external clients. We recommend up to 16 participants.

You learn to

- Use the writing process to write better emails in less time every time
- Adopt our template to quickly and consistently organize content and craft a satisfying message
- Compose a great opening paragraph that states your main point up front
- Write informative subject lines
- Layout your email to improve readability
- Energize your writing by using a concise, positive, professional tone

What to expect

We know that people learn best by doing, so this virtual course gives you many opportunities to practice as you learn. This course combines self-directed and virtual learning with a workshopping session. The facilitator is available to answer questions and provide guidance and coaching during the self-directed learning portions. You use your own documents to assess your writing as we go, and you have an opportunity to revise an email in a culminating activity.

You receive a comprehensive digital manual containing exercises to provide practice, checklists, templates, and examples. You receive handy tip sheets to help you transfer learning to your work-based writing. You also have access to online resources for post-course use.

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How you spend your time

Virtual Email Writing Essentials includes the following activities organized into 2 half-days, which we can schedule at your convenience:

Session 1: How to write your first draft (45 min)

We guide you through the following steps to create a first draft of your document:

- analyze your reader's needs and clarify your purpose
- plan your content—quickly generate and organize your ideas
- draft quickly and painlessly

Self-directed learning (45 min) Prepare a draft of a document of your choice to bring to Session 2.

Session 2: How to revise for clarity and style (90 min)

Bring your draft and any other documents you've written that you want to review.

In a highly interactive virtual session, learn to:

- structure your document—put your main point up front and make your document easy to scan
- energize your writing by using a clear, concise style
- use a positive tone to build and maintain good relationships
- use the 5Cs template to quickly structure good news, bad news, recommendations

Self-directed learning (90 min) Complete exercises in the manual to practice your skills. Apply these techniques to your own writing and revise your email message.

Session 3: Workshopping (90 min) Share your revised email with a small group in a breakout room and give and receive feedback.