IN PERSON · ONE DAY

Email Writing Essentials

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 one-day course is for anyone who writes emails to colleagues or external clients. We recommend up to 15 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
- Lay out 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 course gives you many opportunities to practice as you learn. You participate in large- and small-group discussions. You use your own emails to assess your writing as we go, and you have an opportunity to revise an email in a culminating activity.

You receive a comprehensive manual containing exercises to provide practice, checklists, templates, and examples. You also receive handy tip sheets to help you transfer learning to your work-based writing.

How you spend your time

Come with a substantial email you want to write or one that you found challenging to write in the past and would like to improve for future learning. Bring additional email samples to see patterns in how you write.

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

- Analyze your reader's needs and clarify your purpose
- Plan your content – quickly generate and organize your ideas
- Draft quickly and painlessly
- Use the 5 Cs template to quickly structure good news, bad news recommendations

Apply your learning by drafting an email of your choice.

Make your emails easy to scan
Learn to:

- Get to the point and avoid rambling
- Make it easy for your reader to find information they need

Use a reader-centric style
Learn to:

- Energize your writing by using a clear, concise style
- Use a positive tone to build and maintain good relationships

Complete exercises in the manual to practice your skills. Apply these techniques to your own writing and revise your email message or an email we provide.

Email etiquette
Learn to:

- Be more professional when you send emails
- Decide when sending an email is appropriate

- Be a courteous and responsible email writer – understand the implications of your choices
- Share time-saving conventions with your colleagues

Workshop
Share your revised email with a small group and give and receive feedback. Leave the course ready to make it easy for your readers to scan, read and respond to your emails.