

VIRTUAL · SEVEN HOURS

## 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 seven-hour 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 information-rich 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 workshoping session. The facilitator is available to answer questions and provide guidance and coaching during the self-directed learning portions. 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 digital 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

*Virtual Email Writing Essentials* includes the following activities organized into two learning modules, which we can schedule at your convenience.

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.

### Module 1 (Four hours)

#### Virtual Session 1: Email etiquette

In this fast-paced session, learn how 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

## **Virtual Session 2: 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

## **Self-directed learning**

Apply your learning by drafting an email of your choice to bring to the next session.

## **Virtual Session 3: Make your emails easy to scan**

Bring your draft and any other emails you've written that you want to review. In a highly interactive virtual session, learn to:

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

## **Module 2 (Three hours)**

### **Virtual Session 4: Use a reader-centric style**

Bring your draft and any other emails you've written that you want to review. In a highly interactive virtual session, learn to:

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

### **Self-directed learning**

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.

### **Virtual Session 5: Workshop**

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