

Effective Email & Letter Writing

Email and written communication are vital elements in our communication with customers. The written word remains long after the spoken word has been forgotten!

This one-day workshop will help you put into practice the numerous techniques for highly effective email and written communication.

It will help you develop a professional, courteous and clear style that will give positive results in all your written communication.

Course Objectives

By attending, delegates will be able to:

- ✓ Define the key attributes of successful writing
- ✓ Understand and apply key principles of effective writing
- ✓ Apply the correct style and tone for both email and letter-writing
- ✓ Remove damaging ambiguity and abstractions
- ✓ Write briefly and clearly
- ✓ Improve the effectiveness of all email and written communication

Target Audience

Customer service and support professionals wishing to develop their written communication skills.

Duration

1 day

Content

- The pros and cons of written media
- The common pitfalls of writing
- Email & 'Netiquette'
- Letter writing – the basics
- The danger of the spellchecker!
- Understanding style and tone
- Four secrets of effective writing
- The power of the 'Active' voice
- Learning to get rid of abstract language
- The 'Fog Index'
- Recognising the right – and the wrong – word
- Making writing clear and meaningful

Learning Methods

This is a stimulating and enjoyable workshop.

The course is interactive and has a high practical content involving discussion, quizzes and numerous exercises.

Delegates learn key principles and have the chance to critique their own – and others' – written work.

Delegates leave the course with enhanced abilities to communicate successfully through the written word – in all its different forms.

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