



Business success through people

BETTER E-MAIL WRITING SKILLS **(1 day)**

Course:

Plain English Please

- Use of ordinary words in new-age business writing
- How to use a variety of punctuation
- Power writing with personal pronouns and contractions

Layout: Adding Visual Impact

- Shorten your paragraphs
- Headings that entice your reader
- The etiquette of bulleting and indented lists
- Typefaces
- When to use serif, sans serif, italics and bold
- Type size and justification rules

Style

- Passive voice and when not to use it
- Active voice and when to use it

Email

- The etiquette of greetings, salutations and endings in your email
- Using the header and headings to “sell” your email to your reader
- Font type, size and white space in the main body
- Writing with the correct tone and style to match your reader’s profile
- 6 email “sins” you should never commit
- How to structure an effective reply to an email
- The correct approach to forwarding emails
- Email filing, archiving and managing attachments
- Company policy and personal use of the email system