

1 – DAY EMAIL ETIQUETTE AND BUSINESS WRITING



Introduction

When information needs to be disseminated quickly, there's no better way than by email. Unfortunately, with the benefit of speed come some problems that aren't always predictable unless employees are forewarned. This email etiquette training course is designed to help employees know the appropriate use of the Internet while at work as well as behaviors they must vigorously avoid.

Course Objectives

By the end of this course, you will be able to:

- Explain instances when sending email is necessary and appropriate.
- Identify occasions when sending or retrieving email is unacceptable.
- Understand items they should never send electronically from their workplace.
- Create an email subject line that accurately describes the content of the message.
- Consider the visual components that enhance an email message and make for easy reading.
- Determine who should and should not receive copies of emails.
- Know what to do when emails misfire and reach the wrong people
- Develop a personal action plan to improve their email skills at work.

Methodology

- Face to face

Who Should Attend?

- Anyone can attend

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Course Outline

MODULE 1: SENDING EMAILS

- When email should be sent
- Email, Mail groups & you
- What to consider before an email is sent

MODULE 2: MATTERS OF FORMATTING

- How to Write an Attractive Subject Line
- Sculpt the body (precise writing)
 - Salutation (Sample of greetings)
 - List & bullets (Proper sentence construction). Paragraph
 - Attachments (How to write emails with attachments)
 - Tone, Punctuation & Correct Word
 - Abbreviation & Long Messages

MODULE 3: PLANNING YOUR EMAIL

- Learning to write online
- Managing Emails
- CC & BCC
- Email Signature – Samples

MODULE 4: HOW TO SAY IT

- How to Write an Engaging Introduction
- How to Write Convincing Body
- How to Write Strong Conclusion
 - Formal Language
 - Delivering Bad News
 - Avoid Surprises
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 - Delivering Bad News
 - Avoid Surprises

MODULE 5: QUESTIONS OF ENGLISH

- Grammar
- Preposition
- Common Mistakes
- Active & Passive Sentences
- Useful English

MODULE 6: BUSINESS EMAIL

- Business Email of Purchasing
- Business Email of Enquiry
- Business Email of Application
- Business Email of Complaint
- Business Email of Apologize
- Business Email of Appreciation
- Business Testimonial
- Business Email of Confirmation
- Business Email of Invitation
- Business Email of Payment Friendly Reminder
- Business Email of Making an Appointment
- Business Email of Acknowledge Receipt
- Business Email for Follow up

MODULE 7: LEGAL ISSUES

- Legal Issues
- SPAM & Phishing

MODULE 8: BUSINESS WRITING

- Technical & Workplace Writing
- Business Memo
- Simplified Language
- Systematic Preparation/Planning Structure
 - The five W's of Planning
 - The four-point for successful Structuring
 - Considering the purpose
 - Considering the readers
 - Considering the context

