

# Writing Effective Emails™



## Creating Professional Interactions

Email is an easy way to communicate. However, there is a right and a wrong way to communicate your professional email. It is the preferred communication method for most companies, yet many professionals have not been formally trained on how to write business emails, which is why we created **Writing Effective Emails™**.

Writing Effective Emails is a training course that differentiates professional emails from your personal inbox. This program provides your team the knowledge and skills necessary to deliver legendary service through your email interactions.

Signature Worldwide's interactive training course will teach your team to:

- Discover the impact of email communication
- Create subject lines which are concise and compelling
- Distinguish the difference between effective and ineffective emails
- Outline best practices for: salutations and closings, To, CC and BCC, forwarding emails, and time frames.

### Description

In this course Signature will teach your staff how to write clear, effective, and professional business emails. Training focuses on four key elements of emails: Subject Lines, Introductions, Tone, and Closings.

### Format

This training is available onsite or via interactive virtual classroom. Both training methods are delivered by an experienced Signature Worldwide trainer.

### Who Should Attend?

- Management
- Front Line Employees
- Human Resources

### Learning Objectives

Through this customized training, participants will be able to:

- Improve email etiquette and ability to communication with clients via email
- Project a polished and professional image online
- Create emails that are short, clear, and to the point
- Avoid Common Email Errors that cause confusion
- Strengthen your Subject Lines, Introductions, Closings and Email Tone
- Understand necessary response times and when email is inappropriate

## **Course Agenda**

- **Emails Facts** – *how our inbox crushes us*
- **How We Communicate** – *in-person, phone, and via email*
- **Tone and Impact on Effectiveness**
- **Subject Lines**
- **Introductions and Salutations**
- **Closings**
- **Email Clarity**
- **Reality Trip** – *how are we doing?*
- **Use of the To, CC, and BCC lines**
- **Forwarding Emails**
- **Response Times**
- **When is Email Not The Right Communication Method?**
- **Email Signatures**