

Email Writing Skills 1

Can your teams manage their inboxes productively? Do they find it challenging to craft coherent, clear and concise emails that result in action? Can they easily shift between formal and informal tones to make emails more appealing?

Through this practical course, your teams will develop a strong foundation in planning, structuring and writing formal and informal emails. They will know how to craft emails that get the exact responses your business needs. Their emails will be easily understood and more appealing, helping your organisation build stronger relationships and achieve your business goals.



Objectives	Benefits
<ul style="list-style-type: none"> Craft effective email replies using in-depth understanding of readers through effective reading, paraphrasing and questioning 	<ul style="list-style-type: none"> Participants will achieve their goals and connect with stakeholders through efficient and effective everyday emails
<ul style="list-style-type: none"> Write complete, clear, coherent emails that encourage and enable readers to take appropriate, timely action 	<ul style="list-style-type: none"> Stakeholders will quickly understand emails, be able to take appropriate and timely action and feel more connected to the writer
<ul style="list-style-type: none"> Adapt formality and tone to match the purpose and audience of different emails to engage stakeholders 	<ul style="list-style-type: none"> Your organisation will build a reputation for clear, friendly email communication that connects teams and achieves objectives

- Establishing level course: build strong foundations
- No experience needed
- Minimum upper-intermediate (B1) level English

Email Writing Skills 1 - Course outline

Module	Competency
Email writing essentials <ul style="list-style-type: none">Analysing features of effective emailsEvaluating the impact of your emails and setting personal goals	<ul style="list-style-type: none">Set goals to improve email writing skills by analysing documents against criteria for effective performance
Email time-savers <ul style="list-style-type: none">Identifying your email writing habitsManaging your inbox	<ul style="list-style-type: none">Use email inbox management and time-saving strategies to be more productive
Planning your emails <ul style="list-style-type: none">Defining an email's purposePlanning your emails	<ul style="list-style-type: none">Plan emails effectively to achieve your goals and maximise positive outcomes
Writing formal emails <ul style="list-style-type: none">Structuring a formal emailMaking a good impression in formal emails	<ul style="list-style-type: none">Write well-structured formal emails
Writing informal emails <ul style="list-style-type: none">Structuring an informal emailIncorporating friendly, informal language	<ul style="list-style-type: none">Write well-structured informal emails
Writing follow-up emails <ul style="list-style-type: none">Writing with a positive tone when following-upStructuring reminder and chaser emails	<ul style="list-style-type: none">Write effective follow-up emails that result in action
Writing effective replies <ul style="list-style-type: none">Reading emails efficientlyClarifying issues	<ul style="list-style-type: none">Write effective email replies that meet your readers' needs
Email writing mini-clinic <ul style="list-style-type: none">Evaluating email writing skills against best practicesSetting goals and action planning	<ul style="list-style-type: none">Develop plans to achieve email goals in the workplace by selecting tools and techniques for effective performance