

Writing Effective Emails

1-Day In-House Training

Think how much of your time is spent writing emails and letters each week. Does writing come naturally to you or do you hesitate, stumble and lose time trying to put your words together? Are you convinced that the people reading your emails are getting the message you want them to get? In this course, you will analyse your audience and organize your writing to create coherent and professional emails. This course is for individuals who need to write clearly and concisely in a professional environment. Our one-day course shows you how to construct business documents that save time and money. It provides you with tips for error free, plain English communications that will enhance your message.

Course Outline

Module 1

Building your writing foundation

Module 2

Plan first write later

Module 3

Easy, efficient, & effective emails

Module 4

Business emails

Learning Intervention

The course is highly interactive with activities and practice session designed to put your new skills into action throughout the course. Amongst these activities is a email/letter writing workshop in which you have the opportunity to rework one of your own business documents with the help of our expert trainer.

Key Objective

Our business-writing course targets individuals required to write professional documentation such as emails and letters. Its primary purpose is to equip you with the skills required to write clear, concise, effective business documents in an efficient and professional manner.

Skills Taught

- Organize and write effective business emails
- Focus on your document
- Communicate to your audience effectively
- Organize and write effective business documents
- Apply techniques for presenting your ideas
- Apply techniques for communicating clearly

Target Audience

Its primary purpose is to equip you with the skills required to write clear, concise, effective business documents in an efficient and Professional manner. It is particularly relevant to:

- Personal assistants
- Managers
- Sales representatives
- Customer service personnel
- Administration staff
- Accounts staff

WRITING EFFECTIVE EMAILS (1 Day In-house Training)

INTRODUCTION

Think how much of your time is spent writing emails and letters each week. Does writing come naturally to you or do you hesitate, stumble and lose time trying to put your words together? Are you convinced that the people reading your emails are getting the message you want them to get?

In this course, you will analyse your audience and organize your writing to create coherent and professional emails. This course is for individuals who need to write clearly and concisely in a professional environment

Our one-day course shows you how to construct business documents that save time and money. It provides you with tips for error free, plain English communications that will enhance your message

TARGET AUDIENCE & KEY OBJECTIVE

Our business-writing course targets individuals required to write professional documentation such as emails and letters.

Its primary purpose is to equip you with the skills required to write clear, concise, effective business documents in an efficient and Professional manner. It is particularly relevant to:

- Personal assistants
- Managers
- Sales representatives
- Customer service personnel
- Administration staff
- Accounts staff

Skills taught

- Organize and write effective business emails
- Focus on your document
- Communicate to your audience effectively
- Organize and write effective business documents
- Apply techniques for presenting your ideas effectively
- Apply techniques for communicating clearly

METHODOLOGY

The course is highly interactive with activities and practice session designed to put your new skills into action throughout the course. Amongst these activities is a email/letter writing workshop in which you have the opportunity to rework one of your own business documents with the help of our expert trainer.

COURSE OUTLINE

MODULE ONE: BUILDING YOUR WRITING FOUNDATION

- Clear, concise and direct expression of ideas
- Kiss principle
- Crafting short, simple sentences to increase readability
- Choosing familiar words that make your meaning clear
- Getting rid of the waffle that bores readers
- Optimized headlines
- The one-idea paragraph
- Putting action in your verbs for direct, concise writing
- Activity – Table Group Exercises

MODULE TWO: PLAN FIRST WRITE LATER

- Clear objectives
- The Power of 3
- Organization and planning.
- Selecting and organizing material:
- Conciseness, Headings, Classifying and Information sequence.
- Selecting information.
- Activity – Planning the outlines

MODULE THREE: EASY, EFFICIENT, AND EFFECTIVE EMAILS

- Emails that speak.
- Two tools of clarity – Lists and tables.
- Subject line etiquette.
- What do you want the reader to do?
- Activity –Writing Effective Emails

MODULE FOUR: BUSINESS EMAILS

- Enquiry
- Reply to Enquiry
- Confirmation
- Adjustment
- Activity – Writing Effective Emails



Trainer's Profile

Anita Shanmugam

- Bachelor of Business Administration
- Royal Melbourne Institute of Technology, Australia
- NLP Certified Practitioner

Anita has vast experience gained in managing people; she has also developed skills in training over the years. Her clients had benefited immensely from her coaching and mentoring. She started off as a corporate Sales Executive and later held the position of Sales / Marketing Director and was also responsible for curriculum development and the marketing department. Currently, she is a trainer for all levels including operations, supervisory and managerial staff, both in Bahasa Malaysia and English. Having more than 15 years of experience in the training arena, she is known to facilitate her programs using very practical hands-on approach, enabling participants to relate to her teachings easier.

She has successfully designed, developed and customized training programs to the unique requirement of the client for various programs such as selling skills, supervisory development, communication, rehabilitation of behavior, counseling, development strategy for employees' commitment, positive work attitude, stress management, creative problem solving, thinking skills, etc., She has been a speaker at conferences, forums, and seminars especially for women and personal development — WHO AM I, Balancing Work and Career and for audiences comprising of adults, medical staff, teenagers, and children. Her program for personal development helps to enhance personal development-self-esteem and self-image. She has also been certified by HRDF to conduct the TTT (Train The Trainer) certification program, in addition, she is also an NLP practitioner. Many had benefited from her expertise as she had helped many organizations grow positively in line with their vision and goals.

Previously, Anita was attached to a training company as a corporate Sales Executive and later held the position of Sales Director and was also responsible for curriculum development. Her vast amount of hands-on experience has molded her to be what she is today. Her working experience in the field of Sales and Marketing had rewarded her with a vast amount of knowledge, skills, techniques and strategies to be a sincere and competent sales person. As the sales director, she was overseeing the planning and the implementation of sales strategies for the company. She claims that sales are her specialty because she started from the basics and gained much hands-on experience in the field of sales and marketing that enables her to share with her participants. She is very highly spirited and believes anyone can sell, given the right guidance and mentoring. She also lectures part-time at local colleges on Organizational Behaviour and Marketing, Management, and other relevant subjects. Playing the part of the sales director, she had conducted training for her company's client. She personally took part in the development of the training modules and even delivered them to participants from all walks of life.

Anita has conducted many in-house training programs most notably manage and implement a "Change Process" for her previous company in Malaysia and Singapore. The training included a very comprehensive Team Development Programme, Development of Interpersonal Skills, the Training of Employees to Solve Problems and the Value of Teamwork. She has successfully involved the employees in working in Improvement teams to solve their work problems in a systematic approach, resulting in savings to the company. Her recent Brand Project was with a leading national insurance champion - Etiqa Insurance involved from the Brand Roll Out programs prior to launch of the new Brand introducing the brand values, Brand Ambassador Training and Brand Vision to Action Program for Managers, Executives, and non-Executives

She is truly a dynamic trainer who is also a strong believer of integrative learning, which involves multiple levels of intelligence. She believes that training must be relevant to the organization and fun to the participants so that it will achieve a win-win situation for all parties.