



Introduction

This program will help you understand the techniques, format, etiquette and delivery in writing better emails in your everyday work. Whether you are writing an email message to a co-worker or responding to a customer, this course will teach you the techniques of good email writing as well as understanding proper email etiquette. This one-day workshop will show you that emailing should not be difficult and a chore. Participants will be taught how to apply appropriate format, style and tone to their email writing. An interactive approach will give participants renewed confidence in their ability to write emails that are not only effective but also professional.

Learning Objectives

- On completing this program, participants will
- Organize their thoughts and write effective email messages
- Understand the importance of good email etiquette
- Apply proper email etiquette and format
- Learn to write emails the way that business people read them
- Learn how to improve readability in their email messages
- Tailor their email messages to their audience
- Capture the reader's attention upfront
- Make a positive impression with their writing
- Learn to express themselves effectively through emails Employ concise writing techniques when emailing
- Use the right tone and style when writing emails Write, edit and proofread the email messages

Course Outline

INTRODUCTION

- Understanding the fundamentals of good business communication
- The role that emails play today in business
- Business Language Today
- Barriers to effective communication

ETIQUETTE AND FORMAT OF EMAILS

- Parts of an Email Message
- The Do's and Don'ts of email writing
- Form and Structure of Emails
- The correct usage of emails
- Understanding email etiquette and form
- Observing basic Email Etiquette

BASIC ELEMENTS IN WRITING EMAILS

- Remembering the ABCs of effective writing
- Concise Writing Techniques
- The KISS Methodology
- Adapting your message to your audience and purpose

Essentials of Email Writing & Etiquette



IMPROVING READABILITY IN EMAIL MESSAGES'

- Using Subject Lines Effectively
- How to make your email messages easy to follow
- Personalising your Email Messages

WRITING THE EMAIL MESSAGE

- Strategies for delivering good and bad news through emails
- The 3 Step Writing Process
- Organizing and Composing your email message
- Creating effective sentences
- Developing coherent paragraphs
- Determining and Setting of Tone when writing
- The 5c's of Good Email Messages
- Modern Business Writing Usage
- Adding impact to business email messages

ABOUT THE TRAINER –MR BRYAN MARTIN

Bryan Martin has a combined 20 years of experience in sales and customer relations in the transportation, shipping and logistics sectors. He spent 15 of those years in people management. During this tenure he managed key global accounts in the Asia Pacific region. His professional experience has given him valuable experience in the fields of people management, servicing customers and business strategy formulation. Bryan's has also been actively engaged in various capacities ranging from training of personnel, customer relationship management and knowledge management. He is a fully certified trainer of the DISC Psychometric personality profiling instrument.

Bryan's professional expertise and experience and down-to-earth nature allows him to connect well with the participants he trains as he is able to ensure his sessions are kept relevant to the needs and expectations of his participants. He has a high level of engagement effectiveness when facilitating his trainings. Bryan has worked with participants from organizations both in the public and private sector in his capacity as a training consultant. These include companies such as the Monetary Authority of Singapore, Singtel, EM Services, Courts Singapore, NTUC Income Insurance Co-operative Ltd, Tanaka Singapore, Jones Lang LaSalle, Dun & Bradstreet among many others. His core areas of expertise in training and development include interpersonal skills, customer relations, teambuilding, personal effectiveness, public speaking and knowledge management. He is also an accomplished musician and enjoys the games of soccer and golf

- ❖ Bachelor of Arts in English & Communication- Coventry University United Kingdom, UK
- ❖ Metaplan Master Facilitator (Level M1)- Metaplan Quickborn GMBH Hamburg Germany
- ❖ Fully Qualified and Accredited Administrator of DISC- Management Centre of Asia

