

Email Writing Skills

Learn to create emails that express what you mean, convey the importance of responding, suit the audience and environment, and cover all of the best-practice basics.

Emails. We write them every day. And yet, for many, they're a source of stress. What are the correct greetings and sign-offs? How do you start, other than 'Hope you are well.'? What's the appropriate level of formality? How and when should you CC, forward and indicate urgency? What do modern readers expect? This course shares all this, and more.

Course duration:

Workshop (group) format: 1 x full day (08h30-16h00)

Online (private) coaching: approximately 12 weeks

Course outcomes:

1. Define your reading audience
2. Decide on the appropriate tone
3. Unpack the various levels of formality
4. Learn to write as you speak
5. Appreciate the use of writing style
6. Master subject lines, greetings and sign-offs
7. Inject tact, sincerity and authenticity
8. Avoid bad habits and replace them with good ones
9. Edit & proof-read your own and others' work

Please note: Final course content may deviate slightly from what's described above.

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