Description/Objectives of "Writing Effective Emails"

Does this sound familiar? You receive an email from a client or peer. You read the subject line, but it gives you no clue about what the email is about. You open the email, only to find that it's long. You read it anyway. You reread it and reread it, thinking "What am I missing? What is this email ABOUT?" This isn't an uncommon experience and is unfortunate, as emails are many business' primary means of communication and thus influence how your team represents itself and your business.

Our customized onsite effective email writing workshop teaches your team strategies to write concise, precise emails that get to the point and won't leave readers scratching their heads.

Objectives/Outcomes
At the conclusion of this workshop, participants should be able to:

- Define and write for their readers
- Write effective subject lines
- Articulate a specific action
- Get to the point in their emails
- Write for busy readers
- Write concise, precise, effective emails
- Avoid business jargon

Offered as customized onsite workshop or webinar.

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