

## Email Matters™

Do your employees waste their own time and that of others with rambling, incomplete, or unclear email messages? If so, this eight-hour email writing training workshop will provide tips and techniques to save your organization time on both the sending and receiving end of communication!

### Key Objectives

- Use the MADE Format® for organizing messages quickly and clearly
- Identify essentials for recording customer interactions in your database
- Select appropriate details
- Make information easily accessible with easy-to-read, eye-appealing layouts
- Improve clarity of your messages with short sentences, specific words, and clear references
- Identify and correct the ten most common grammatical errors
- Differentiate between informal and formal styles—and when each is appropriate
- Follow the rules of email etiquette to create the proper image
- Manage high-volume email

### Who Should Attend

Anyone who composes email

### Materials/Texts

Participants will receive two books written by Dianna Booher, *E-Writing: 21<sup>st</sup>-Century Tools for Effective Communication* (Simon & Schuster/Pocket Books) and *Booher's Rules of Business Grammar: 101 Fast and Easy Ways to Correct the Most Common Errors* (McGraw-Hill). Consultant-provided handouts and the participants' own email samples will serve as class exercises for practice of the techniques learned. Job-aid cards are also included.

### Class Size

15-20 participants