

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 workshop will teach participants the thinking process behind writing and to provide tips and techniques to save time in managing high-volume email.

Key Objectives

- Organize messages quickly and clearly
- Improve clarity of your messages with short sentences, specific words, and clear references
- Make information easily accessible with easy-to-read, eye-appealing layouts
- Identify and correct the ten most common grammatical errors
- Differentiate between informal and formal styles—and when each is appropriate—to create the proper image
- Identify and record essential details of customer interactions in your database

Who Should Attend

Anyone who composes email

Materials/Texts

Participants will receive two books written by Dianna Booher, *E-Writing: 21st-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), a participant manual containing email writing samples, and laminated job-aid cards.

Class Size

15-20 participants