

# E-mail Writing Skills

## Course Overview

Email is most used, read and quick to create. It is a common channel of communication for companies to get immediate action and most effective ways of doing business.

It acts as a mirror to reflect the success or failure of your own and your company.

During these sessions, we will go over how to write and improve your email writing style with efficient manner.

## Course Outline

### Session 1: Communication Essentials

- Process
- Channels
- Barriers

### Session 2: Business Writing Process

- Plan to Write – Right Thinking
  - Consider Your Recipient
  - Anticipate Recipient Reaction
- Outline your message – Organize thoughts
- Develop a draft
- Edit your message
- Improve your writing style
  - Be Specific
  - Use a natural Tone

### Session 3: Netiquette

- Uses & Purposes of Email
- The Elements of E-mail:
  - Addresses (To – Cc – Bcc)
  - Structure
  - Attachments
- General format
  - Correct Language and Punctuation
  - Character Spacing
  - Lists and Bullets
  - Positive Tone
- Email Privacy Policy
- Evaluating effectiveness
  - Downfalls of email
  - E-mail Business Netiquette Short List
- Several application & case studies

## **Learning Objective**

By the end of the program, participants will be able to:

- Understand communication essential to Identify when it is appropriate to use emails
- Improve their business email writing skills for more effective and persuasive communication
- Follow the netiquette rules to create a positive professional emails
- Compose and evaluate their e-mails

## **Who Should Attend:**

Employees & individuals who would like to improve their Email writing skills

**Course Duration:** One day from 9:00AM to 3:00PM

**Registration Deadline:** One week before the course date

**Course Venue:** Top Business premises: 17, Abdel Wahab Selim Elbeshry St. Sheraton Heliopolis, Cairo, Egypt.

## **For Registration**

- Logon to [www.topbusiness-hr.com/Course\\_Register](http://www.topbusiness-hr.com/Course_Register) to fill a registration form. Alternatively you can request a registration form by mail from: [training@topbusiness-hr.com](mailto:training@topbusiness-hr.com).
- Payment should be made one week prior to course.
- Payment by cheque in Top Business's name or cash to our address.

## **For More Information**

17, Abdel Wahab Selim Elbeshry St.,  
Sheraton Heliopolis, Cairo - Egypt

T. +2 02 226 871 44 / +2 02 226 871 45

Ext. 440/1

F. +2 02 226 871 58

M. +2 010 229 20 433

[training@topbusiness-hr.com](mailto:training@topbusiness-hr.com)

[www.topbusiness-hr.com](http://www.topbusiness-hr.com)