

BM-WREC WRITING EFFECTIVE E-MAIL: IMPROVING YOUR ELECTRONIC COMMUNICATION



DURATION	LEVEL	TECHNOLOGY	DELIVERY METHOD	TRAINING CREDITS
1 Day	Business Introduction	Management & Soft Skills	VILT & ILT	NA

INTRODUCTION

E-mail is more prevalent today than ever before. Its instantaneous nature makes it a convenient, time-saving tool for businesses. However, it is also more important than ever to take the time to write messages that are secure as well as clear and error-free. The course places emphasis on how to avoid workplace disasters such as lost sales, customer-service nightmares--and in the worst cases, lawsuits, and financial losses--triggered by careless or poorly written e-mail.

AUDIENCE PROFILE

Any individual, Manager or Entrepreneur wanting to learn more about the dangers of misusing e-mail and the Cyberlanguage, to keep them, their employees and organization out of potential trouble.

PREREQUISITES

There are no prerequisites for this course.

COURSE OBJECTIVES

After completing this course, students will be able to:

- Review workplace e-mail risks and learn strategies for writing safe and secure e-mail to keep the organization in business and out of court.
- Explore the role clear and concise e-mail plays in positioning both employees and organizations before internal and external audiences.
- Explore strategies for writing persuasive e-mail messages that are opened and acted upon—not ignored and deleted—by readers.
- Learn technological tools and common-sense techniques to help senders and receivers successfully manage, organize, and transmit their e-mail.

COURSE CONTENT

Lesson 1: Think Before You E-Mail

- Beware Potential Perils
- Deciding When to Use E-Mail
- Addressing Your E-Mail Message
- Replying to E-Mail Messages
- E-Mailing to International Audiences

Lesson 2: Composing Your E-Mail Message

- Collecting Your Thoughts with the Five Ws
- Writing a Subject Line with Real Oomph
- Incorporating a Salutation and Signature
- Grabbing the Reader's Attention: The Lead
- Organizing with the Inverted Pyramid

- Comparing Chronological Writing
- Getting Started in Three Easy Steps

Lesson 3: Keys to Effective E-Mail

- Striving for Simplicity
- Writing with Power...or Paste?
- Eliminating Mechanical Errors
- Spelling Counts!
- Using the Active Voice
- Avoiding Sexist Language
- Course Outline

Lesson 4: Polishing Your Cybermanners

- Setting the Right Tone
- Dodging Conversational Pitfalls
- Watch Your Cyberlanguage
- Extinguishing Flames

- Punctuating with Smileys and Shorthand
- Reviewing Netiquette Guidelines
- Netiquette Guidelines for Managers

Lesson 5: Formatting Your E-Mail Message

- Selecting Format Settings
- Enhancing Readability
- Sending Attachments with Care
- Battling Electronic Viruses

Lesson 6: Managing E-Mail Overload

- Controlling Your In-Box Clutter
- Reducing Spam Intake
- Organization-Wide E-Mail Management

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| <ul style="list-style-type: none">- Devising an E-Mail Policy for Your Organization | <ul style="list-style-type: none">- Using a Sample E-Mail Policy as a Guide |
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ASSOCIATED CERTIFICATIONS & EXAM

There is no exam associated with this course.