

Business and E-mail Writing

Who should attend:

Anyone who works within a business environment and wishes to learn how to write a business email or letter.

Course objectives:

To write concisely, with confidence and with clarity. The course will focus on how to structure content, produce clear sentences and convey key messages. By the end of the course delegates will be able to:

- Match writing style to business objectives
- Assess the target audience, recognising specialist and non-specialist readers
- Plan emails and longer documents
- Understand and apply email etiquette
- Collect, sort, group and prioritise information
- Write in plain English with perfect spelling, grammar and punctuation
- Ensure key messages are conveyed to best effect

Course content

Introduction

- Business writing defined
- Introduction to SCRAP
- Five essential questions to ask before you begin writing
- E-mail etiquette rules
- Barriers to effective writing

Planning

- A strong start
- Objectives and scope
- Analyse and understand the reader
- Systematic approach to writing
- Techniques for structuring
- Information collection and range

Writing and Revising

- The level and flow of Language
- The right Style, Tone and Formality for your message and reader

- Sorting, grouping and prioritising to create logical and well signposted content and structure
- Applying SPACE rules for Plain English
 - appropriate sentence construction
 - punctuation and grammar
 - Basic writing skills – plain English, jargon, redundant qualifiers etc.
 - Active / passive voice
- Proofing for Readability
- Make your writing more powerful
- Beyond the spellchecker

Before you click Send

- What to check for