

Effective Letter Writing and e-mails

Course Objectives

By the end of the workshop you will be able to:

- Write letters clearly and concisely;
- Write effective e-mails;
- Write according to Plain English principles;
- Understand and vary your writing style to suit your audience needs;
- Deal with complaints by correspondence;
- Work to a tried and tested formula which saves time;
- Measure the quality of your written work;
- Manage e-mails as a powerful communication medium.

Course Programme

09:15	Assemble and coffee
09:30	Introductions and Course Objectives
	Effective Communication Skills
	5P's for better letters and e-mails
	Writing exercise - SCRAP technique
	Setting out and organising good letters
	E-mail etiquette
	E-mail review - best practice tips
	Lunch
	Plain English techniques
	Writing practice
	Dealing with complaints through correspondence
	Presenting your letters - 90/90 rule
	Proofing techniques
	Review and action plans
1630	Evaluation and close