

## Writing Letters and E-mails



**Letters and e-mails put you in direct and personal contact with current and potential customers and suppliers. This makes them hugely important. From simple one-off e-mails to correspondence written as part of an ongoing business relationship, the reader interprets the way you write as the way you do business.**

**This practical workshop shows people how to write customer-focused letters and e-mails that support company objectives and give the reader a positive impression of the writer and their organisation.**

### **Course Core Content**

Types of letter and e-mail and the objectives of each.

The principles of effective communication.

The reader's perspective.

Your organisation's perspective

Why writing often seems so difficult – getting started, keeping going.

Proactive writing - doing more than avoiding errors.

Structuring letters and e-mails.

Replying to complaints.

Keeping e-mails professional.

Writing clearly and concisely, and using straightforward language.

Grammar and punctuation.

Editing and proofreading.

### **Notes**

We vary the emphasis according to the type of correspondence that people need to write. We also take into account the individual needs of the participants, who will be asked to supply examples of their writing before the course.

The course can be run over one or two days, depending on the input required. Some groups may, for example, need more time on grammar and punctuation. It can also be delivered in several smaller chunks, with time in between to absorb and practice what has been learnt.

We can provide follow-up support for participants after the course.