

**Writing Effective Email Messages**

**Course Number:** WRTG-102  
**Duration:** 1 day

**Overview**

This Writing Effective Email Messages training course teaches attendees how to write succinct, effective messages that convey professionalism and get results. Participants learn how to craft the perfect email for their audience using active voice for clarity, correct formatting, proper etiquette, and more.

**Prerequisites**

There are no prerequisites for this Email Writing course.

**Materials**

All students receive comprehensive courseware.

**Software Needed on Each Student PC**

Students must have an Internet connection and a modern browser.

**Objectives**

* Write effective business emails to get results
* Use proper email etiquette
* Use appropriate subject lines and sign-offs
* Format the body of a professional email
* Craft an email and adjust tone based on the audience
* Eliminate wordiness and clutter

**Outline**

* Introduction to Business Email
  + What makes an email message effective?
  + What are the consequences of poorly written email?
  + Discussion: How will the reader experience and use your email message?
  + Answer right away
  + Save for later
  + TLDR
  + Delete
  + Forward
* Components of Email
  + Greetings, sign-offs, and signature lines
  + The all-important subject line
  + The body of the email
* Reply All and the Dreaded Email String
  + How do you use
  + Effective group messaging
* Capturing What You Have To Say
  + First-drafting
  + Identifying your purpose(s)
  + Considering your long-term goals
* Crafting the Message for the Reader
  + Professionalism
  + Respect and courtesy
  + Adjusting the tone
  + Answering the reader’s questions
* Crafting the Message To Get Results
  + Writing action-oriented email
  + Writing informational email
  + Writing persuasive email
  + Writing instructions in email
* Writing Clearly and Concisely
  + Using active voice
  + Using plain language
  + Using short sentences
  + Eliminating wordiness and clutter
* Proofreading
  + One last look before hitting Send
* Conclusion