

Energize Your E-mail®

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What outcomes can you expect?

This workshop shows you how to apply our Reader-Centered Writing Process to e-mail. It addresses the writer’s responsibility as a contributor to e-mail overload. You will leave the workshop with tools for managing the quality, quantity, and strategy of the e-mail messages you send. By applying our proven method to your e-mails, you will

- write 30% to 50% faster—increasing your productivity
- create e-mail documents your readers will reach for first—ahead of the competition’s
- cut reading time by 50% for your busy readers—increasing their productivity
- guarantee that you get the action you want from your e-mail receiver.

Tailoring Suggestion: Please consider asking us to tailor this workshop for your specific e-mail system. This could include developing pro-active guidelines for effective e-mail use in your company.

The focus: creating e-mails that drive action

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| Write attention-getting e-mail documents | <ul style="list-style-type: none"> • Analyze and plan for your audience in every e-mail • Write attention-getting subject lines for rapid e-mail scanning • Design for visual impact |
| Influence your reader | <ul style="list-style-type: none"> • Choose the right words, content, and tone • Organize and transition ideas effectively • Use a positive approach |
| Review e-mail etiquette | <ul style="list-style-type: none"> • Write clearly and concisely • Avoid gobbledygook • Consider whether e-mail is appropriate for your message |
| Write for results | <ul style="list-style-type: none"> • Write straightforward action steps and requests • Position conclusions and recommendations strategically • Edit for e-mail transition using checklists |

Who should attend?

Both routine e-mail users and newcomers to e-mail will find the workshop valuable.

Blended Learning: books and on-line tools

1. *Instant-Answer Guide to Business Writing* (iUniverse) by Deborah Dumaine, founder of Better Communications
2. Better Communications’ workbook with additional exercises tailored to your needs
3. *The E-mail Editing Checklist*.

NASBA Accredited: Earn nine CPE credits for this course.

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