

Professional Email Writing

Half Day Course

Rating: ★★★★★ 4.9/5



Introduction

There's a world of difference between a hastily typed email and a carefully crafted message that gets the right response from recipients.

Hamilton Mercer's Service Methodologies™ help people create well-structured emails that are appealing to the eye and, most importantly, informative and persuasive.

Learning Objectives

Upon completing this course learners will be able to:

- Create visually appealing emails that are easy to read, get to the point quickly and have clear Calls to Action.
- Make emails truly stand out by creating informative subject lines.
- Correctly populate address fields and indicate the level of responsibility and interaction each recipient is expected to make.

Audience

People of all experience levels and seniority using email to communicate with external customers (clients / suppliers) and internal customers (colleagues / contractors).

Return on Investment

Performance outcomes include:

- Meeting more deadlines because recipients respond faster.
- Greater attention, trust and respect from patients and colleagues.
- Enhanced reputation and professionalism.
- Efficient operations based on 'best practice' templates.



Course Content

Module 1: Persuasive Writing Skills

Learning Outcomes

- Create well-structured emails that hold the attention of recipients.
- Minimise follow-up emails by providing easy-to-follow sequences for recipients.
- Motivate recipients to take action, especially when they're not obligated to.
- Overcome 'Writers Block' by using a proven three-step structure.

Service Methodologies

- Structuring – Making Emails Visually Appealing
- Styling – Directing the Recipient's Focus
- Structuring the Body of an Email

Module 2: Gaining the Attention of Recipients

Learning Outcomes

- Make emails truly stand-out by creating informative subject lines.
- Inspire others to up their game by editing subject lines to match the email body.
- Provide recipients with clear instructions on what they're expected to do..

Methodologies

- Creating Attention Grabbing / Informative Subject Lines
- Correctly Populating Address Fields (To, Cc and Bcc)

How to Book

Please Email – <https://hamiltonmercer.co.uk/node4academy/>
(Places are Limited)

Dates, Locations & Timings

MS Teams & Office Located Below:

Node4 Derby Office or Live Virtual Training

Millennium Way, Derby DE24 8HZ

Tuesday 5th March 2024: 9.15am – 12.30pm

Thursday 2nd May 2024: 1.30pm – 4.45pm

Thursday 14th November 2024: 9.15am – 12.30pm

Hamilton Mercer's training sessions are
Friendly, Highly Engaging and Humorous.



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This course is part of the **ESaaS Professional Development Academy** provided by
Hamilton Mercer