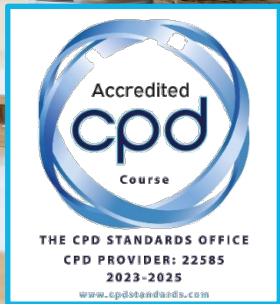# Professional Email Writing

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.

Audience

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

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.

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.

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 4th February 2025: 13.30pm – 16.45pm

Tuesday 15th April 2025: 13.30pm – 16.45pm

Wednesday 25th June 2025: 9.15am – 12.30pm

Wednesday 17th September 2025: 13.30pm – 16.45pm

Thursday 13th November 2025: 9.15am – 12.30pm

Hamilton Mercer's training sessions are

Friendly, Highly Engaging and Humorous.

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

Hamilton Mercer