

Professional & Persuasive Email Writing

Half Day Course

Rating: ★★★★★ 4.8/5



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.

Service Methodologies

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

Location & Delivery Style

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