

# 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.
- Use styling techniques to set the right tone and level of formality.
- 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 and internal colleagues.

## 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

Book Online

<https://hamiltonmercer.co.uk/theportmanestateacademy/>

Email

[r.mcnulty@hamiltonmercer.co.uk](mailto:r.mcnulty@hamiltonmercer.co.uk)

## Dates, Locations & Timings

The Portman Estate Office

40 Portman Square, London W1H 6LT

Wednesday 12<sup>th</sup> June 2023: 1.45pm – 5.00pm

Thursday 23<sup>rd</sup> November 2023: 1.45pm – 5.00pm

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



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This course is part of the **Customer Service  
and Personal Development Academy**  
provided by Hamilton Mercer