

## Email and letter writing (one day)

This course develops your skills in writing emails, memos and letters.

Correspondence acts as our ambassador: this course will help you use correspondence to build relationships with clients and other external partners, to organise information clearly and to express your ideas persuasively. Working in English as a second or further language will be a theme throughout.

Throughout the course, we shall work directly with participants' own work.

### Objectives

Participants will leave the course able to:

- define clear functions for the correspondence they produce;
- use correspondence to build and maintain positive working relationships;
- structure correspondence around clear messages;
- draft correspondence more efficiently;
- edit their work for clarity;
- adapt their style to different readers and needs; and
- develop their skills in grammar, punctuation and vocabulary.

Participants are usually asked to submit two or three examples of their correspondence to the trainer, by e-mail, at least two weeks prior to the course. These will be marked up and returned to participants before the training day; participants are invited to bring these examples with them for discussion on the course.

Participants are also invited to submit up to two further examples to the trainer, at any time after the course, for further review and coaching by e-mail.

Because the course involves a high degree of personal coaching and practical work, numbers must be limited to **10** per course.

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## Email and letter writing (one day)

### Outline programme (one day)

#### **Business correspondence**

Correspondence as your ambassador: the golden rules

Adopting a systematic approach

#### **Planning**

Making your purpose clear

Focusing on action

Targeting the reader

Creating a clear message

#### **Putting your thoughts in order**

Giving shape to your writing

Managing detailed information

#### **Editing**

Constructing paragraphs

Managing sentences

Using words wisely

Grammar and punctuation

#### **Bringing it alive**

Techniques to make your writing more dynamic

#### **Developing a personal style**

Getting the tone right

#### **Action session**

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