

The Science of Writing Effective Email

How to engage your reader, build relationship & rapport, create agreement and get results

Email has largely replaced face-to-face and phone conversations. Research suggests 80% of business communication is now handled via email.

But email has no signals, clues or and provides no feedback such as eye contact, body language or voice tone. There's only words on a screen. So how do you engage your reader? How do you build relationship and rapport? How do you develop the trust needed to get agreement, persuade others to your point of view and achieve the results you desire?

This workshop shows you how to attract attention, engage interest, get agreement and achieve real results from your outgoing email communications.

Workshop content:

- Recognising when to email and when **NOT** to email (Email vs IM vs Phone)
- **Identifying the desired outcome** for your email (there are only 4)
- The 3 components for writing **powerful, effective subject lines**
- Understanding the 4 communication styles & adapting your message to suit
- How to use the 'mirroring technique' (not paraphrasing) in email responses
- **Identifying the tone of an email** and how to respond accordingly
- Recognising incongruent language and the **3 words you should NEVER use in an email**
- Using the Agreement Framework to overcome objections and resolve potential conflict
- Writing with **Active rather than Passive** voice to engage your reader
- Constructing email in **Inverted Pyramid format** (and when to use the Diamond Sequence in an email instead)
- Writing concisely to achieve greater clarity - streamlining your paragraphs, phrases & words
- How to **keep track of emails** you need to follow up on
- Why (and how) you should write an email backwards!
- **Email etiquette** – greetings, closings, when to use CC, BCC and Reply All and more . . .

Who Should Attend:

- Executives
- Managers
- Customer Service Agents
- Salespeople
- Anyone needing to get results via email



What's included:

Pre-workshop: An on-line survey to identify current aims and objectives when using email. Results discussed at workshop.

Workshop: A dynamic, interactive and highly practical half-day workshop with;

- ✓ comprehensive workbook/manual
- ✓ laminated 'cheat sheets' (one page summaries of key topics)
- ✓ Email templates/drafts/checklists

Post workshop: Resources to remind/reinforce key content;

- ✓ PDF version of the workshop slideshow
- ✓ Series of 'how to' tips
- ✓ 45 minute Q&A follow up webinar



Presenter: Stuart Snooks

Australia's leading E-mail Expert & Workplace Productivity Specialist brings his many years of specialisation in researching and delivering E-mail Management Best Practices to this workshop. His conference presentations, training workshops, on-line webinars, 1:1 coaching and various resources teach a range of proven best practices to help restore email to its rightful place as a powerful tool for improved personal productivity and effectiveness.



Recent Feedback

"This course was tabled as Writing Customer Focused Emails but was much more. It was a thorough rebuilding of understanding of what email is and how it can be managed and utilised for best effect.

I say this needs to be rolled out to more people so that we can get onto the same page with understanding email use"

Bart Kohler
Systems Engineering Manager
Mercedes-Benz Australia Pacific
April 2015

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