



Writing Professional Business Letters & Emails Course Outline



Course aims:

This course looks at the way in which an organisation can learn how to improve written communications with customers. Writing clear and concise letters will go a long way towards creating a positive image in the eyes of your customers. If you write in plain English, you are already demonstrating good customer care.

Who should attend:

Anyone who as part of their role, needs to write concise and constructive letters to customers.

Duration: 1 day

Learning how to write letters and emails	<ul style="list-style-type: none">Introduction to the CourseThe Importance of LettersThe 90-90 RuleLetter Writing RulesPlanning Using Different ChannelsOvercoming Writers BlockBrainstormingLateral ThinkingCreating the Letter StructureThe 5 w'sWriting for ResultsComposing Clear TextSpelling, Grammar, Punctuation and Proof ReadingSCRAPLaying Out LettersDealing with Letters of Complaint
Self development	<p>During the day there will be practical examples and exercises to work through, and model answers to compare letters to</p> <ul style="list-style-type: none">Action points list