
Business Writing Skills: Successful Emails

Every memo, every letter, every email or proposal you write speaks volumes about you and your organization. That's why it's so important that each correspondence that leaves your desk is crisp, polished and professional. Email is not exempt from the rules of professional communication. In fact, clear and concise emails have a much better chance of being read and getting positive results.

This training covers a wealth of shortcuts, easy-to-remember tips and insiders' secrets to help you create first-class business correspondence, overcome business writing obstacles and become an effective business communicator. Learn how to write, edit and proofread emails that project credibility and professionalism, are free of spelling mistakes and demonstrate perfect grammar and usage.

Module 1

Writing With Purpose

Before taking on the task of writing a professional email, questions of purpose and audience need to be answered.

- Recognize the importance of identifying purpose and desired outcomes before writing professional emails
- Discuss the intended audience and describe how to write effectively for different readers
- Practice writing for a specific audience and purpose

Module 2

Establishing the Role of Email in the Workplace

Consider the communication style of the recipient and the content of the email to determine its correct role in communicating at work.

- Define the role of email in the workplace in the context of time and type of information to be shared
- Discuss best practices for communicating the intended message through email
- Practice writing for impact: Message matters

Module 3

Outlining the Mechanics of Writing Emails

By increasing the impact of emails, the number of exchanges needed will be reduced. This is achieved by writing concisely and with clear purpose.

- Discuss how to communicate purpose quickly
- Recognize the basics of writing professional emails
- Identify techniques to review email drafts for appropriateness

Module 4

Polishing Grammar and Punctuation Skills

Excellent grammar and punctuation skills are essential to presenting a polished and professional email.

- Define skills and review the basics of business grammar
- Describe common grammar, punctuation and spelling errors
- Identify basic punctuation rules and note current trends

Module 5

Writing as a Process

The techniques in this module will provide a specific process to organize thoughts before beginning to write emails.

- Identify a prewriting habit that fits most writing scenarios
- Practice writing a draft of a professional email
- Review work before rewriting

Module 6

Troubleshooting and Proofreading: Refresh the Fundamentals

Presenting unpolished writing, whether internally or externally, can harm a professional reputation, particularly if it's a pattern of behavior.

- Consider the most important components of proofreading
- Examine the purpose and methods of troubleshooting written content
- Application: Proofread and troubleshoot a piece of writing



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