

## *Energize Your E-mail*<sup>®</sup> a Write to the Top<sup>®</sup> workshop Half-day format

### What outcomes can you expect?

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This workshop shows you how to apply our Three Steps to Energized E-mail™. This process enables writers to reduce e-mail and information overload. You will leave the workshop with proven tools for managing the quality, quantity, and strategy of the e-mail messages you send. By applying our Reader-Centered Writing<sup>®</sup> process to any e-mail document, you will

- ✓ get the action you want from your e-mail reader
- ✓ create e-mail documents your readers will read first—ahead of the competition's
- ✓ cut reading time by 50% for your busy readers—increasing *their* productivity.

### The focus is on your e-mail writing skills

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#### Write attention-getting e-mails

Choose informative subject lines  
Persuade your readers to open your message  
Design for visual impact

#### Influence your reader

Analyze and plan for your readers in every e-mail  
Adopt the “you” attitude  
Choose the right words, content, and positive tone

#### Review e-mail etiquette

Learn our *E-mail Habits for Productivity*  
Streamline sentences for clarity—avoid gobbledygook  
Consider whether e-mail is appropriate for your message

#### Write for results

Edit for impact using checklists and quality tools  
Write straightforward action steps and requests  
Organize your ideas and recommendations strategically  
Proofread accurately for correct grammar and punctuation

### Learn by doing

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In this lively combination of discussions, group exercises, and individual activities, you will learn the benefits of focusing your messages to meet your *readers'* needs.

### Who should attend?

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All business professionals who communicate via e-mail will find the workshop valuable, no matter what their level of business experience.

### Blended Learning: books and on-line tools

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1. *The Instant-Answer Guide to Business Writing* (iUniverse) by Better Communications<sup>®</sup> founder Deborah Dumaine
2. Better Communications' workbook
3. *Reinforcement by E-mail*<sup>®</sup>: 24 content-rich reminders e-mailed to your inbox after your workshop