

# Writing better letters and emails

Full Day



People who can explain ideas clearly on the phone or face-to-face often find it difficult to express the same information clearly and respectfully in a letter or email. This course provides the practical techniques for writing clearly, concisely and respectfully. We can easily incorporate your organisation's guidelines and templates.

## Establishing the purpose of a letter or email

- How to pinpoint the purpose of the document and make this clear to the reader
- What does the reader really want to know?
- The key stages in the writing process

## Structuring letters and email

A clear structure is essential if the customer is going to understand the information.

- The SCRAP structure for letters and emails
- How to start a document
- How to conclude a letter or email
- How to finish a letter or email which is delivering 'bad news'

## Writing in plain English

- How to use everyday terms for everyday ideas
- When is it OK to use 'I' and 'you'?
- The key to writing letters in a personal style that is still professional
- How to tailor the language to the needs and knowledge of the reader
- How to turn bureaucratic waffle into a personal and professional style of writing

## Writing with style

- How to convey a sense of urgency and action by structuring sentences in the *active voice*
- How to convert tedious *nominalizations* back into *vigorous verbs*
- Choosing visual words to make abstract ideas more concrete for the reader
- The most commonly used clichés - what do they really mean and what are better alternatives?



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## 5 tips for writing emails

- The most common mistakes when writing emails
- How to make the 'Subject' clear and informative
- How to start and finish an email
- The importance of clear punctuation
- How to use paragraphs to help the reader digest information
- How to include attachments and links

## Current business writing conventions

- What are the current letter and email writing conventions?



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