



E-Mail



Writing Effective Emails

Does this sound familiar? You receive an email from a client or peer. You read the subject line, but it gives you no clue about what the email is about. You open the email, only to find that it's long. You read it anyway. You reread it and reread it, thinking "What am I missing? What is this email ABOUT?" This isn't an uncommon experience and is unfortunate, as emails are many business' primary means of communication and thus influence how your team represents itself and your business.

Our effective email writing workshop teaches your team strategies to write concise, precise emails that get to the point and won't leave readers scratching their heads.

Offered as an onsite customized workshop, webinar, or virtually.

Learning Objectives

- Define and write for their readers
- Write effective subject lines
- Articulate a specific action
- Get to the point in their emails
- Write for busy readers
- Write concise, precise, effective emails
- Avoid business jargon



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The Hurley Write Difference

We customize all of our workshops using your team's or organization's writing examples. Our proven process will ensure that your team has the strategies to write effective documents.

Hurley Write...	Hurley Write Does <i>NOT</i> ...
Instructors are experts—they have extensive backgrounds in professional writing and teaching	Use “talking heads” as instructors who lack knowledge about writing
Uses your team's documents to meet your specific objectives	Use generic presentations that don't apply to your key document needs
Provides a team experience to ensure ongoing collaboration and learning	Use a cookie-cutter approach
Provides ongoing support after the workshop to ensure concepts are applied in meaningful ways	Offer a “one-and-done” workshop with no follow-up