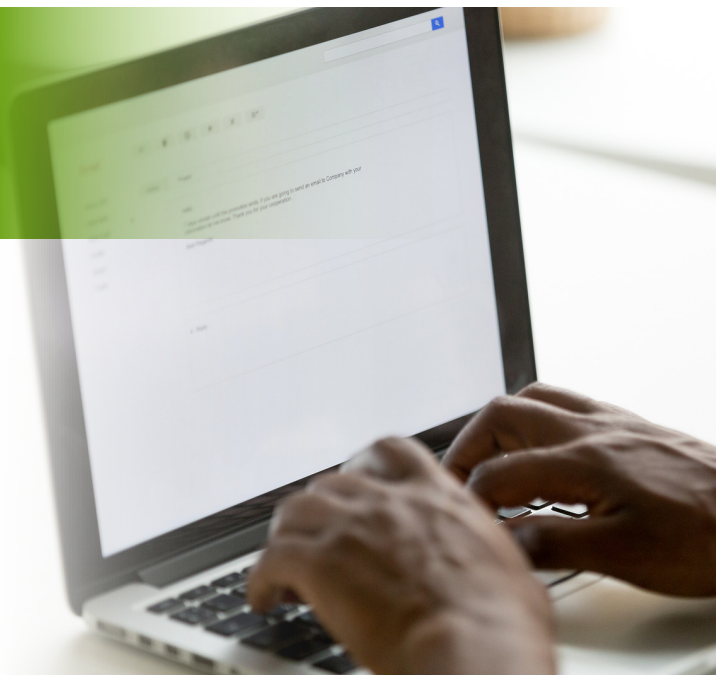


Business Email: Write It Right

We are not all great writers, yet most of us need to write daily via email. Email is a wonderful tool, but it can be challenging to effectively communicate. This program will allow you to understand the best practices for using email, when and when not to use it, and how to use it effectively.

Learning Objectives:

- Describe key components that make workplace email successful.
- Edit and organize content clearly to get results and maximize email clarity and actionability.
- Write emails using the accepted rules of grammar, punctuation, language, and proofreading.
- Plan when to use email and when not to use email.
- Avoid sending emotional and/or inappropriate email.



CEUs:

0.3 (3.25 hours)

Learning Options:

- Classroom training
- At your location

Who Should Attend:

- Anyone who regularly uses email for business communication.

Learn. Grow. Succeed.

Delivery options include learning at MRA, at your location, or online.
Contact MRA to explore how this program may be customized to your unique individual and team training needs.



www.mranet.org

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Course Outline

- **Analyze what makes business writing distinct from other types of writing**
- **Identify the key components of successful business writing**
 - ◆ Explore strategies for writing effective emails that capture the attention of readers
- **Discuss efficient and effective approaches to proofreading**
- **Discover the importance of tone in business email, especially when buffering bad news**
- **Avoid business difficulties by recognizing the possible legal ramifications of what you write**

“ I will make my emails more personal ,to the individual I am sending it to, by considering my tone and determining how to effieciently add substance to my emails to make them more professional. ”



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