

# Writing Effective E-Mail

Course ID #: 2000-127-ZZ-Z

Hours: 7



## Course Content

### Course Description:

E-mail is more prevalent today than ever before. Its instantaneous nature makes it a convenient, time-saving tool for businesses. However, it is also more important than ever to take the time to write messages that are secure as well as clear and error-free. This course includes an added emphasis on how to avoid workplace disasters such as lost sales, customer-service nightmares--and in the worst cases, lawsuits and financial losses--triggered by careless or poorly written e-mail.

### At Course Completion:

After completing this course, student will be able to:

- Bullet

### Target Student:

### Prerequisites:

Palatino Linotype 12pt

### Topics:

#### Part 1: Think Before You E-Mail

- Beware Potential Perils
- Deciding When to Use E-Mail
- Addressing Your E-Mail Message
- Replying to E-Mail Messages
- E-Mailing to International Audiences

#### Part 2: Composing Your E-Mail Message

- Collecting Your Thoughts with the Five Ws
- Writing a Subject Line with Real Oomph
- Incorporating a Salutation and Signature
- Grabbing the Reader's Attention: The Lead
- Organizing with the Inverted Pyramid
- Comparing Chronological Writing
- Getting Started in Three Easy Steps

#### Part 3: Keys to Effective E-Mail

- Striving for Simplicity
- Writing with Power...or Paste?
- Eliminating Mechanical Errors
- Spelling Counts!
- Using the Active Voice
- Avoiding Sexist Language

#### Part 4: Polishing Your Cybermanners

- Setting the Right Tone
- Dodging Conversational Pitfalls
- Watch Your Cyberlanguage
- Extinguishing Flames
- Punctuating with Smileys and Shorthand
- Reviewing Netiquette Guidelines
- Netiquette Guidelines for Managers

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## Part 5: Formatting Your E-Mail Message

- Selecting Format Settings
- Enhancing Readability
- Sending Attachments with Care
- Battling Electronic Viruses

## Part 6: Managing E-Mail Overload

- Controlling Your In-Box Clutter
- Reducing Spam Intake
- Organization-Wide E-Mail Management
- Devising an E-Mail Policy for Your Organization
- Using a Sample E-Mail Policy as a Guide

## Appendix

- Drafting Electronic Writing Style Guidelines for Your Organization
- Directory of E-Mail Hardware
- Authors' Suggested Responses to Exercises
- Glossary of E-Mail Terms
- Recommended Reading