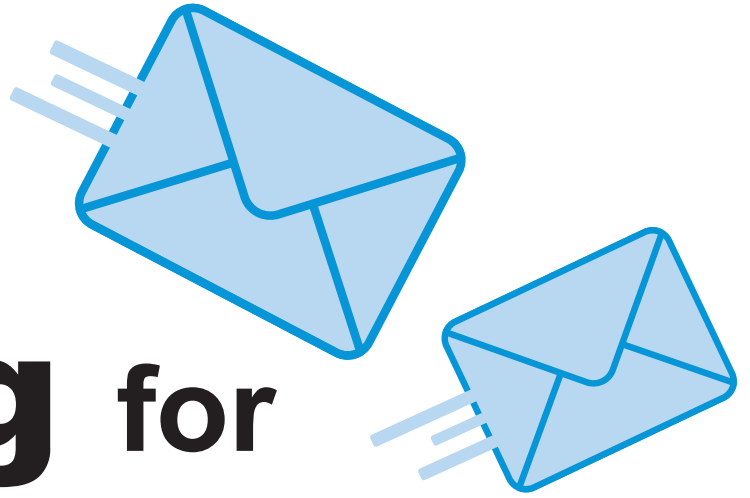


ELIMINATE MISTAKES THAT DAMAGE YOUR ORGANIZATION'S CREDIBILITY

Email Writing for the Workplace



The dos and don'ts of professional workplace communication

Spend a day with our professional email and business writing experts and you'll discover:

- Eight email practices guaranteed to kill your credibility
- How your auto-signature line may sabotage your professional image
- Ten situations in which you should never communicate by email
- Techniques for writing clear, brief messages to elicit a quick response
- Nine common blunders that will cause your emails to be ignored, avoided or instantly deleted
- Visual tricks to increase the readability and retention of your message
- And much, much more! (See pages 4 – 5 for details)



EXPRESS CODE

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This course qualifies for CPE credits. See details on page 7.

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Become a more persuasive, powerful and professional email communicator in just one day of training!

In today's era of instant communication, many professionals dash off email messages packed with sloppy mistakes, poor grammar, abbreviated "text message-style" acronyms and word fragments — all of which contribute to a less-than-professional image.

If your attitude is "It's just an email, so it doesn't have to be perfect" you could be doing serious damage to your credibility, your professional image and even your future!

Your written communication is a reflection of your professionalism, your organization's image and your business sense and style. A poorly worded, grammatically incorrect message may deter others from doing business with you, cause you to come across as rude, lazy or ignorant and reflect negatively on you and your organization.

Email has become a vital tool for workplace communication

Easier than a phone call and quicker than a memo, email is so convenient and cost-effective most people now use it as their preferred method of communication. The trouble is, too many treat email more casually than they would a telephone conversation or other business correspondence.

Would you send out a letter printed on your company's letterhead if it contained misspelled words, careless punctuation and incorrect grammar? Of course not!

Email messages in today's business environment must be grammatically correct, readable, mistake-free and professional. And that's where this training comes in. ***Email Writing for the Workplace*** is an essential guide to top-notch, effective business correspondence — packed with the protocols and writing essentials critical to electronic workplace communication.

2

Make sure your message is perfect before you hit Send!

In just one day of fast-paced, high-energy training, you'll discover how to craft grammatically correct messages that are concise and to the point. Best of all, they'll garner a swift response. You'll learn to sidestep common email blunders and faux pas that cause confusion, frustration and embarrassment. And you will gain valuable strategies, tips and ideas to enhance the way you use email.

Our trainers for this course are hand-picked technology experts who have worked extensively in Internet communication. They'll guide you past potential email pitfalls and land mines, show you how to vastly improve your written communication skills and give you the tools and techniques to turn out professional, polished correspondence to reflect your integrity and protect your company's image.

3

5 REASONS you should *not* miss this seminar:

- 1) You'll learn how to be a more professional, polished and persuasive communicator.
- 2) You'll increase the readability, impact and credibility of all your messages.
- 3) You'll find out how to avoid sending sensitive or ambiguous information that could put your organization at risk.
- 4) You'll earn the respect of colleagues, business partners, clients, vendors and everyone else on your contact list.
- 5) You'll gain practical writing skills that apply to all your workplace correspondence.

Did you know that ISPs, networks and spam filters constantly revise their spam criteria to make sure emails with a high "spam score" are rejected, returned or deleted? This course will show you how to avoid sending unintentionally "spammy" messages so your emails reach their recipients unscathed!

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SEMINAR AGENDA

4

The “write stuff:” *Focus on grammar, punctuation and style*

- How to write with clarity, brevity and quick response
- Key differences and similarities between email and print communications, plus a comprehensive review of the dos and don'ts of professional correspondence
- What to ask yourself before you begin any message or business communication: essential planning techniques to save you time, improve your writing and get the results you want
- Shortcuts for faster, more accurate emails that are quicker to read and react to
- How to use bullets, indents, spacing and overall message layout to increase readability and retention
- A look at the way icons and “specialty-background” custom emails can affect readability and credibility
- How font, color and size selections can increase or decrease the readability of your message

A great impression: *It's at your fingertips, every day*

- Why casual conversations and stream-of-consciousness messages can backfire and steps you can take to build better habits
- Seven strategies to prevent misinterpretation and set the tone — they'll ensure your email message is professional, tactful and optimally received
- When you're all set to deliver a sarcastic, angry or snippy message: tactics to help you resist the temptation to hit “send”
- How to avoid surefire “credibility killers” in your auto-signature line
- Images and information you must protect, and why digitizing your personal signature is a bad idea
- Nine bad habits that drive coworkers crazy — these common practices may be causing your emails to be ignored, avoided or instantly deleted
- The rules of email response: when, why, how quickly and how often to attend to your inbox



Free digital resources for every participant

Your registration includes a variety of seminar resources that highlight pertinent information. These materials are offered digitally—making learning interactive and easily accessible. Reference these materials time and time again to recall key points and problem solve.

The politics of email: *Make sure your messages are PC!*

- Who should be included in email communications (and who shouldn't)
- The proper use of the courtesy copy (Cc) and blind courtesy copy (Bcc) lines and how "actual distribution" varies by email systems
- Email dirty tricks and underhanded political moves that damage relationships and put your integrity in question
- The politically correct way to list individuals in the To, Cc and Bcc fields — the order of the names can be critical!
- Eight unintentional email practices guaranteed to create conflict, misunderstandings and misperceptions, and kill your personal credibility
- How to determine whether to email, put it in writing, make a phone call or visit in person
- Ten situations absolutely inappropriate for email
- Four thought-provoking questions to consider before forwarding an email or attachment that could have political or business consequences
- Professional, polite, proactive ways to word "out of office" auto-replies and messages

Troubleshooting tactics: *Be ready to act and react*

- What every savvy emailer must know about communicating to smart phones and tablets
- How to tactfully deal with coworkers who email excessively, forward everything or inundate your inbox with jokes and cutesy messages
- What to do when coworkers or associates are forwarding work-inappropriate adult jokes and images
- Diplomatic, professional ways to handle missends that could hurt feelings, divulge confidential information or embarrass the recipient
- Appropriate ways to respond to rants, threats, swearing and other out-of-bounds behavior
- Security rules: absolute musts to preserve confidentiality and protect company information in electronic communications
- Important facts to know about your company's email system so you can use it more efficiently and effectively

All of our seminars are 100% SATISFACTION GUARANTEED!

We're confident this seminar will provide you with the skills, tools and techniques you need to become a more effective, polished and professional email communicator. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund – *hassle-free*.

What's your “Netiquette” IQ?

- Do you know how to avoid triggering spam filters and keep your correspondence from being filtered into oblivion?
- What do you imply when you type your message in all-caps or all in lowercase?
- Do you know how to properly use the To, Cc and Bcc fields?
- Is it a good idea to write your emails exactly as if you were speaking?
- Should you always spell-check your emails?
- What is the best way to send very large attachments?
- When are emoticons, colored type, fancy fonts and other formatting styles appropriate and when aren't they?
- Is it sometimes acceptable to forward a joke, chain letter or other type of humorous “nonprofessional” email to a colleague?
- What are the latest developments in virus protection?
- Do you know the proper sentence structure for writing business emails?

If you aren't absolutely certain you know the answers to these questions, don't miss [*Email Writing for the Workplace*](#). Register today, and gain all the skills you need to write clear, concise, correct messages and deliver electronic correspondence that says exactly what you want it to!

Who should attend?

The truth is, everyone should! This course is absolutely essential for anyone who wants to learn how to compose well-written messages and correspond more effectively through email.

- Support staff, administrative assistants, secretaries
- Supervisors and managers
- Team leaders
- Project managers
- Business professionals
- Anyone who uses email in day-to-day business correspondence

Why risk sending even one poorly worded, confusing or rambling message? Register today and gain the skills you need to convey a sense of polished professionalism every time you hit “send!”

REGISTRATION INFORMATION

Enroll Today! Hurry our seats fill fast. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

Quick Confirmation! To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

Cancellations and Substitutions

You may cancel your registration up to 10 days before the program and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

Please Note

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.pryor.com/faq.asp#agerequirements>.
- Please, no audio or visual recording.
- You will receive a Certificate of Attendance at the end of the program.

Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

Tax Deduction

If the purpose of attending a Fred Pryor Seminars program is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C. Reg. 1.162-5. Please consult your tax advisor.

Continuing Education Units (CEUs)

Fred Pryor Seminars offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. Questions or concerns should be directed to your professional licensing board or agency.

Continuing Professional Education (CPE)

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org. Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU or CPE credits, please visit www.pryor.com/certificate. Certificates will be available 10 days after your event has ended.

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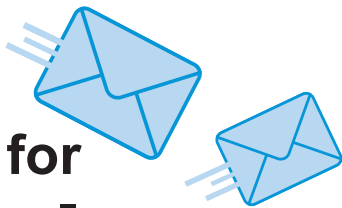
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Give your staff the skills, knowledge and confidence they need to meet tough workplace challenges head-on, realize their full potential and perform at their peak.

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7

Email Writing for the Workplace



The dos and don'ts of professional workplace communication

Learn how to:

- Eliminate blunders, faux pas and errors that kill credibility
- Convey a more professional, polished image
- Power up your written communication skills
- Avoid common mistakes that send the wrong message
- Boost the readability and impact of every email you write
- Ensure your emails are always accurate, concise and complete

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