

Write less. Write faster. Write better.

THE RESULT

You'll find the writing tools we teach easy to understand and easy to use. What our email tools and standards will mean for you:

- **Efficiency.** Learn to write less and write faster. Over the first year, the timesavings will be measured in weeks.
- **Professionalism.** Upgrade the image you project—even with routine messages.
- **Clarity & impact.** Make your emails easy to read and understand—even when your topic is complex—and learn how to earn rapid responses to your requests.

COURSE DESCRIPTION

Email Excellence costs \$97, and it comprises five engaging, hard-hitting, and practical segments of less than 30 minutes each:

- **Part 1: The Email Landscape**—a survey of the common mistakes, mishaps, and misunderstandings. **PLUS:** A focus on the single most neglected aspect of the challenge—the reader.
- **Part 2: The Six Immutable Laws of Email**—the underlying mechanics that determine the effectiveness of any given message.
- **Part 3: Clear Thinking**—the four key decision points that require the writer's full attention—particularly when the situation is complex or sensitive. **PLUS:** Preventing email mishaps that result from inattention or distraction.
- **Part 4: Orienting Tools**—tools for handling the most critical stage of any message, the opening. **PLUS:** How to avoid the most common pitfalls.
- **Part 5: Spelling Out the Details**—tools for structuring the body of the message and crafting emails that are clear, easy to read, easy to digest, and easy to refer back to.

You'll also receive our **TOOLS & GUIDELINES** job-aid—a printed reminder of the key tools and concepts.



NEXT STEPS

- Try it out! Take a look at **our training program**—with free excerpts (no registration required).
- **Begin training now** (credit card required).
- If you have any questions or concerns, **call us** at 203.748.9078 or email us at **info@EmailExcellence.com**.