

## 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**.