

EMAIL WRITING AND ETIQUETTE

Non-Credit Bearing

Master the art of effective and professional email communication

Email is the backbone of business communication - quick, convenient, and essential. But with inboxes overflowing and attention spans shrinking, crafting effective emails is proving to be a challenge. Emails are being rushed, etiquette is dropping, and mistakes are happening. Poorly structured, unclear, or unprofessional emails can lead to misunderstandings, delays, or even damage your professional reputation.

With a little time investment, email can become the powerful communication tool it was always meant to be - one that streamlines your work instead of slowing you down. By refining your approach to email writing, you can ensure your messages are clear, professional, and purposeful, helping you get your job done efficiently while maintaining strong working relationships.

This course will give you the practical tools to regain control of your inbox and communicate with confidence.

WHO SHOULD ATTEND

- Professionals who rely on email for daily communication
- Individuals looking to enhance their email writing skills for better clarity and impact
- Employees who want to ensure their emails reflect professionalism and brand integrity
- Anyone who wants to communicate more effectively in a digital business environment

HOW YOU WILL BENEFIT

- Communicate professionally to enhance your personal and organisational brand
- Save time by using email more consciously and effectively, reducing back-and-forth and miscommunication
- Structure emails effectively for clarity, readability, and actionability
- Write with precision and impact, ensuring your message is clear and to the point
- Avoid common email pitfalls, from poor formatting to misinterpreted tone
- Build stronger relationships by ensuring your emails are respectful and professional

One-day course 08:30 - 16:00

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WHAT WILL BE COVERED

Back to basics: Principles of business communication

- Understanding your audience and adapting your tone
- The importance of brand representation in written communication
- When to send an email - and when another form of communication is better
- The impact of poor email etiquette on business relationships

Getting your email read: Clarity and professionalism matter

- Writing subject lines that grab attention and set expectations
- The key components of a well-structured email
- Salutation/Greeting – setting the right tone from the start
- Introduction – stating your purpose clearly
- Body/Details – keeping content organised and purposeful
- Conclusion/Next Steps – ensuring clarity on what should happen next
- Closing and signature – signing off professionally
- Applying best practices to writing an email with structure and clarity

Say more with less: Writing for impact

- Ensuring your emails are clear, concise, and courteous
- Adapting tone and style based on audience and purpose
- Avoiding jargon, ambiguity, and overly complex language
- Using formatting to improve readability (bullet points, spacing, emphasis)
- Email etiquette – the Do's and Don'ts

Polishing your emails: The technical side

- Punctuation, spelling, and grammatical accuracy
- Writing numbers correctly in emails
- The correct use of apostrophes and common grammar mistakes