



## **Professional E-mail Writing**

### ***Your Writing Represents Yourself!***

#### **Background:**

Why professional e-mail writing? Correct use of language, tone, structure and style are all key elements of writing business correspondence. E-mail, originally envisaged to be an informal and fast form of exchange, has now become the default communication vehicle for most organizations. As with any business correspondence, ineffective layout or inappropriate e-mail etiquette can all impact the audience, with consequences ranging from simple misunderstandings through to damaged reputation and potential loss of business.

This course combines the general principles of good correspondence with a more specific focus on the pitfalls and dangers of ignoring e-mail etiquette. This is an interactive course that enables you to create the desired impact and convey your message more effectively through professional e-mail writing.

#### **Benefits:**

This course will help you in:

- Writing a friendly but professional e-mail
- Increased awareness of best practice and e-mail writing etiquette
- Assurance that your e-mails and other correspondence receive the attention they deserve
- Avoid mistakes commonly committed by e-mail writers

#### **Who should attend?**

This course will certainly benefit you, if you:

- Correspond regularly with clients and colleagues by e-mail and would like to improve your professional e-mail writing style
- Need to improve the speed and effectiveness of your e-mail correspondence
- Would like to develop your rapport with virtual e-mail correspondents

## **Course contents:**

In this course you will learn about:

- Considerations before you write your e-mail
- Basic principles of e-mail writing
- E-mail Etiquette/Ethics
- Common errors in e-mail writing

## **About the Trainer:**

ABCD Consultants is proud to have qualified trainers on its team who can ensure your success using their skills and knowledge as well as the well equipped training environment and materials. The trainer assigned to this training is an MBA holder with extensive experience in conducting and managing training workshops on Business Writing and several other subjects in the field of management.

## **Fee:**

Training fee is AFN 4,000 for a full day workshop which includes the course certificate, training material, lunch and refreshments.

## **Approach:**

Professional E-mail Writing course is available for fee based participants at ABCD Consultants' Training Center or at your offices in any location in Afghanistan. We usually recommend a one day course but can also arrange a more flexible format to suit your schedule.

For more information about ABCD Consultants' training programs:

[sales@abcd.af](mailto:sales@abcd.af)

or call (0) 771 696 052