COLLEGE AFRICA GROUP

Learn To Earn

This College Africa Group course will enhance the user's skills on the subject and teaches fundamentals as well as strategies in an easy to follow, easy to understand format and includes practical exercises which will assist in developing your skills in the workplace.

COURSE OUTLINE - Writing Effective E–Mail, Revised Edition

Course Number: AXO84–107
Days: 1 day

Description: E–mail is more prevalent today than ever before. Its instantaneous nature makes it a convenient, time–saving tool for businesses. However, it is also more important than ever to take the time to write messages that are secure as well as clear and error–free. The revised edition of Writing Effective E–Mail includes an added emphasis on how to avoid workplace disasters such as lost sales, customer–service nightmares–and in the worst cases, lawsuits and financial losses–triggered by careless or poorly written e–mail. This book will also guide you in writing a comprehensive and effective e–mail policy for your organization.

Topic-Level Outline

Part 1: Think Before You E–Mail
Beware Potential Perils
Deciding When to Use E–Mail
Addressing Your E–Mail Message
Replying to E–Mail Messages
E–Mailing to International Audiences

Part 2: Composing Your E–Mail Message
Collecting Your Thoughts with the Five Ws
Writing a Subject Line with Real Oomph
Incorporating a Salutation and Signature
Grabbing the Reader's Attention: The Lead
Organizing with the Inverted Pyramid
Comparing Chronological Writing
Getting Started in Three Easy Steps

Part 3: Keys to Effective E–Mail
Striving for Simplicity
Writing with Power...or Paste?
Eliminating Mechanical Errors
Spelling Counts!
Using the Active Voice
Avoiding Sexist Language

Part 4: Polishing Your Cyber manners
Setting the Right Tone
Dodging Conversational Pitfalls
Watch Your Cyber language
Extinguishing Flames
Punctuating with Smiles and Shorthand
Reviewing Netiquette Guidelines
Netiquette Guidelines for Managers

TOC Continue…

Part 5: Formatting Your E–Mail Message
Selecting Format Settings
Enhancing Readability
Sending Attachments with Care
Battling Electronic Viruses

Part 6: Managing E–Mail Overload
Controlling Your In–Box Clutter
Reducing Spam Intake
Organization–Wide E–Mail Management
Devising an E–Mail Policy for Your Organization
Using a Sample E–Mail Policy as a Guide

Appendix
Drafting Electronic Writing Style Guidelines for Your Organization
Directory of E–Mail Hardware
Authors' Suggested Responses to Exercises
Glossary of E–Mail Terms
Recommended Reading

ABOUT US

Established as EasyExcel, the company has been re-branded as College Africa Group. College Africa Group has been in operation since 2003 and has trained many corporate and professionals throughout Southern Africa. (For more info click here.) (http://www.collegeafricagroup.com)

ACCREDITATION

College Africa Group is MICT SETA accredited and a Microsoft Partner. College Africa Group has more than 30 years' experience in Financial, Sales, Operations, Marketing and Administration Directorship and understands the problems and deadlines you face.

MS OFFICE

- EXCEL
- WORD
- POWERPOINT
- OUTLOOK
- ACCESS
- PROJECT
- (www.collegeafricagroup.com)

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- SALES NEGOTIATION
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- TELEPHONE SKILLS
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(Excel Automation)

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Master MS Project for quick info and outcomes
(MS Project)

KEYBOARDING

Save time!
Learn to touch-type and be more accurate.
(Keyboarding)

EBOOKS AND ONLINE TAINING

Excel Essentials 2013 Ebook, workbooks, and solutions.
Excel Intermediate 2013 Ebook, workbooks, and solutions.
Excel Advanced 2013 Ebook, workbooks, and solutions.
Excel comprehensive online courses, email for more details.

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