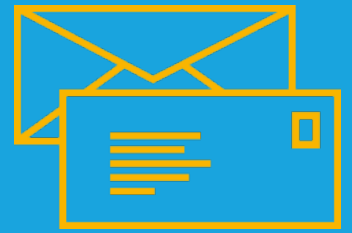


# Business-letter writing



Course for companies

Live online

**Who is it for?**

Any teams that have to write business letters.

**Delivery**

We deliver this course live online.

**Participant numbers**

Four people up to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

**Course length**

Flexible – typically a half-day of training plus a half-day of coaching sessions.

**Pricing**

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

**+44 (0)1273 732 888**

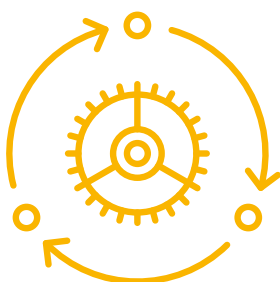
**[info@writing-skills.com](mailto:info@writing-skills.com)**



## Despite the prevalence of email, letters are still a vital communication channel between an organisation and its customers.

There are many types of business letters, from short acknowledgements to applications for finance. What unites them all is that there's a human reading every one. This means your team's letters should be both clear and written in an appropriate tone.

In this professional letter-writing course, we'll teach your team how to write letters that get the right message across.



### Tailored to your needs

All our in-house training is bespoke, so you can be sure your programme will fit with your goals and challenges and the kind of business letters your team write.

So, as well as consulting with you before the training, we'll take examples of your letters and use them to tailor the content. This ensures that all the materials are relevant and delegates can see how to apply the techniques they learn to their daily work.



'Seamless use of technology. Some of the best interaction I have experienced on an online course.'

Harry Folkes,  
Talbot Underwriting Services

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## Bespoke virtual training that works

Online training is the natural choice in a world where remote working is more widespread than ever.

We've been running remote-learning programmes for over ten years, continually refining our approach in that time. So we've learned how to design online sessions that ensure delegates can learn as effectively as possible.

We deliver the training in short, intensive sessions to keep learners' energy high. Group sizes are kept small to guarantee each delegate gets the individual attention they need. And they'll never find themselves sitting passively through a lecture. Live polling, breakout rooms and activities, shared whiteboards and other tools ensure participants have a highly engaging and collaborative experience.

Your team will be able to attend from anywhere. All they each need is a computer, a headset and stable internet access.

After the training, delegates will have a year's access to our business-writing helpdesk. This email and phone helpline provides an extra source of support while they're putting their new skills into practice.

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## Learning objectives

On this course, your team will learn how to:

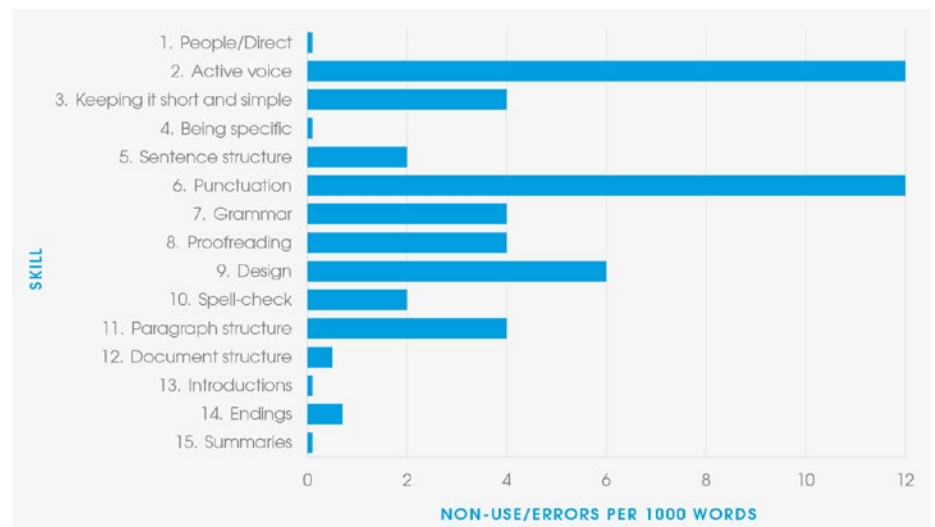
- ✓ identify the reader and directly address their needs
- ✓ write convincingly and persuasively
- ✓ create a logical structure in every letter
- ✓ explain technical subjects to non-technical readers
- ✓ remove jargon and buzzwords
- ✓ construct crystal-clear sentences
- ✓ choose the correct tone and voice
- ✓ use compelling beginnings and endings
- ✓ apply their letter-writing skills to emails
- ✓ use the correct etiquette in both letters and emails.



## Personalised analysis and coaching

Every delegate will have their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices that can change how well each person communicates in writing.

Before the live training, we'll request a sample of writing from each participant. The expert trainer will analyse each person's sample and we'll produce a graph of their results.



Gap analysis: every participant receives targeted feedback

After the group training, each participant will have a one-on-one with their trainer, who'll talk them through their results and answer any questions. The trainer will explain the areas they should focus on and exactly how to put their new skills into practice to make rapid improvements.



## A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or e-learning.

**Contact us to discuss the best blended programme for your team.**

Trusted by over 6,000 organisations worldwide, including:



Example programme

# Business-letter writing



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9.30-12.30

## Clear, reader-focused letters

### Introduction and course overview

### Putting the reader first

### Structuring letters and emails

- ☉ Making your writing flow

### Writing with empathy

### Letter and email etiquette

### Starting off and finishing up

- ☉ Building rapport quickly
- ☉ Making endings memorable

### Improving readability

- ☉ Making your writing active
- ☉ Writing in plain English
- ☉ Structuring your sentences for easy reading

13.30-17.00

## Individual coaching and analysis feedback

### Build your programme: optional follow-up

#### Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to build on and reinforce the learning.

#### Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

Get in touch to discuss your writing course today

Call: +44 (0)1273 732 888  
Email: [info@writing-skills.com](mailto:info@writing-skills.com)