



Cathy Wilcox Training

High-impact emails

What's it about?

Communicating by email is quick and easy, but there are some pitfalls. Readers are busy, and their inboxes overloaded. You want your email to stand out and be easy to read, digest and action. You also hope to avoid the dangers that come with using email. This course will show you how to send emails with impact that get results!

What does it cover?

- Top tips for emails
- Focusing on your aim and audience
- A four-stage approach to planning and structuring your email
- Six principles for writing with impact (with exercises)
- Tone of voice
- Avoiding the pitfalls
- Making your emails look inviting

What do people think of the course?

“Once again I enjoyed Cathy’s enthusiasm and commitment to the topic and the amount of preparation she puts in with hand-outs, for example. I also think her task-based approach works really well as it forces you to put her advice into practice and I think that’s a great learning tool.”

“Today I had to draft an email to a client about a project proposal. I had felt that this type of drafting comes easily to me, and so I thought to just experiment with Cathy’s suggested method for this simple email. I’m pleased to say that the partner didn’t have a single comment! Usually he’d find something to edit, however minor.”

“Cathy is very engaging and always has good chemistry with the group.”

“Cathy has a natural way of speaking and teaching that is engaging and easy to follow.”

“Your session has most definitely improved my emails (at least, I think so). I avoid the passive voice; I check my vocab for simplicity – wonderful!”