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**One-day Email Writing Masterclass (9:00-17:00)**

[www.business4good.eu](http://www.business4good.eu) / hello@business4good.eu

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**hello@business4good.eu**

**Credit: Kong, Scull Island**

Business4Good Offices

30, Clos Chapelle-aux-Champs

1200 Woluwe Saint Lambert

Brussels

‘Email Expert’ Writing Masterclass

# Overview

This training will show you how to structure, format and craft concise content so recipients will want to click to open, and easily respond.

Common pain-points around emails include:

* **Late Responder:** recipients don’t meet deadlines for providing input
* **No Show**: recipients don’t react or reply
* **Over Reactor:** emails that are misunderstood and cause anger or confusion
* **Marathon Runner**: long emails that don’t get to the point or provide too much info

With step-by-step instructions, backed by research from email sales, marketing and journalism, particpants will learn to write emails that ‘convert’ and get results so they can get their work done.

Case-studies of ‘bad’ vs. ‘great’ emails, this training is practical and pragmatic. Hands-on practice with individual feedback so you learn-by-doing.

Cheat Sheets of model English phrases and sentences for common situations.

## Who should attend?

Whether you’re a seasoned executive or a newbie employee, if you need to write business emails on a regular basis, this training is for you.

## Benefits:

* Fun, informative and pragmatic and grounded in real-life
* Practical tools and tips from email marketing and journalism to ensure your emails ‘convert’
* Case-studies of ‘bad’ vs. ‘great’ emails
* Cheat sheets with model English phrases and sentences for common email scenarios

## What you’ll get:

By the end of the training, participants will have:

* Practical tools to manage emails – and the people behind them.
* Understanding of the principles of effective writing techniques for emails
* Tool box of writing, format and self-mastery techniques to consistently write impactful emails and manage your in-box
* Confidence and skill at writing structured, concise and effective emails

## What you’ll do:

* Learn tried-and-tested tools, tricks and processes from email marketing and journalism
* Interactive, dynamic, hands-on and fun
* Hands-on practice writing your own ‘real-life’ emails with feedback from the trainer so you really learn-by-doing
* Our proven 4-step method called ‘Tell-Show-Do-Feedback’ is the best way to gain and retain new skills

# content

## Module 1: Email Context

“Engage brain before putting fingers to the keyboard”

* Define the objective and desired outcome (call to action) for the email?
* Understand the context? (organizational culture, hierarchy, authority)
* How to set the right tone and formality?

## Module 2: Email Process

Impactful emails in 7 easy format and structure steps:

* Improves the chances of your email being opened, read and responded to
* Ensures your mail is correctly understood and interpreted
* Gives you the reputation of being organized and efficient

## Module 3: Manage Recipient

Know your stakeholders

* Cultural Sensitivities and differences
* What do they need, want, feel when they read your email?
* Do’s and Don’ts of excellent emails

## Module 4: You

“The first step towards change is awareness. The second is acceptance”

* Cheat Sheet packed with model sentences for common situations
* Crafting and composing emails: hands-on practice with feedback
* What to do when an email ‘pushes your buttons’?

# YOUR INVESTMENT

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| --- | --- |
| ‘Email Expert’ Writing Masterclass | |
| One-day Masterclass at B4G School for one person | €475 |
| Lunch and snacks | Not included |
| Printing and provision of tools and materials | included |
| Lap tops for hands-on practice | Please bring your own |
| **Total** | **475/person (excl. VAT)** |
| Please bring your own snacks and lunch to eat in the sunny cafeteria. Reasonably-priced restaurants in easy walking distance for those who wish to eat outside | |

# Your Trainer: Dr Madeleine de Hauke

Maddy is a medical doctor and certified coach, turned business executive and corporate trainer.

For 20 years, she’s run and facilitated meetings around the

World as part of her journalistic, market intelligence and project management duties for Trade Associations, Think Tanks and Businesses.

She’s lived and worked in London, Paris, Hong Kong and Qatar and is currently based in Brussels.

Since 2016, she dedicates herself to helping people get the best

out of every meeting – including our meetings with ourselves:

who hasn’t negotiated with their internal saboteur lately?

Certifications:

* Executive & Life Coach, (PCC-level, ICF Accreditation)
* Facilitator Training
* Negotiation Skills
* Conflict Management



Education:

* Medicine: Imperial College London
* Business Studies: Oxford

Training Languages:

* English (mother-tongue)
* French (fluent)

# Sales Conditions

Business4Good will invoice the total amount upon agreement. Payment, which will include VAT if applicable, will be made by bank transfer prior to the start of the training. Any bank transfer costs will be paid by the client.

# Contact

We’re here to help: please write to [hello@business4good.eu](mailto:hello@business4good.eu) with any questions. We’ll get back to you in a jiffy.