

## Mastering Email

*BackDRAFT® Writing Training turns professionals of average and above-average writing talent into confident, articulate experts able to create masterful writing across a broad range of corporate-writing genres.*

It's this simple. Email has become the primary vehicle by which knowledge workers reveal their intelligence to their colleagues, clients and superiors. More than any other administrative duty, more than any other technological marvel, email offers an unparalleled opportunity for the professional to propel business, build networks, create true value for the organization and, ultimately, get noticed by those who matter.

In MASTERING EMAIL, professionals in government and industry can learn and develop the skills necessary to reveal their intelligence in every communication. Taught by award-winning communications practitioners with an international reputation for clarity, Mastering Email is an intense, six-hour seminar offering the best tactical and strategic approaches to becoming an electronic-correspondence expert.

Using dozens of eye-opening, real-world examples, Mastering Email alerts students to the many common and avoidable habits that diminish written intelligence in the mind of the email recipient. Through interactive exercises, all the necessary principles of brilliant communication in the digital media are learned and practiced.

More than a mere shopping list of best practices, Mastering Email is a learning experience in which each participant has the opportunity to develop substantial confidence in variety of critical skills. Course material is primarily tactical and strategic, teaching participants the trade secrets used by high-achieving professionals in their email practice. The seminar builds rapid confidence in the mastery of a select group of writing techniques best suited to the electronic medium.

Training includes...	Participants learn to...	Designed for...
<ul style="list-style-type: none"> <li>▲ Intensive six-hour seminar</li> <li>▲ Full-color study guide</li> </ul>	<ul style="list-style-type: none"> <li>▲ Identify their writing personality types</li> <li>▲ knowing when not to use email at all</li> <li>▲ loading the subject line</li> <li>▲ avoiding negative triggers</li> <li>▲ accurately predicting reader response</li> <li>▲ crafting an irresistible call to action</li> <li>▲ managing threads &amp; attachments</li> <li>▲ reducing the volume of return email</li> <li>▲ building 'word of mouse'</li> <li>▲ making each email unique and personal</li> <li>▲ creating an email alert</li> <li>▲ finding the perfect tone--every time</li> <li>▲ handling time sensitivity and priority</li> <li>▲ structuring ideas and laying out text for cross-platform readability</li> <li>▲ using email to get noticed and promoted</li> </ul>	<ul style="list-style-type: none"> <li>▲ Knowledge workers who generate more than three emails each workday.</li> </ul>
		<p style="text-align: center;"><b>Delivery &amp; cost</b></p>
		<ul style="list-style-type: none"> <li>▲ Six-hour, one-day seminar</li> <li>▲ Up to 40 participants: <span style="float: right;">\$7,000</span></li> </ul>

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