

Effective Letter Writing

Learning Objectives

This 1 day course looks at the way in which an organisation can learn how to improve written communications with customers. Writing clear and concise letters will go a long way towards creating a positive image in the eyes of your customers. If you write in plain English, you are already demonstrating good customer care.

Pre-Requisites

This course is suitable for anyone who wants to learn how to write concise and constructive letters.

Topics:

- ✚ Introduction to the Course
- ✚ The Importance of Letters
- ✚ The 90-90 Rule
- ✚ Letter Writing Rules
- ✚ Planning Using Different Channels
- ✚ Overcoming Writers Block
- ✚ Brainstorming
- ✚ Lateral Thinking
- ✚ Creating the Letter Structure
- ✚ The 5 W's
- ✚ Writing for Results
- ✚ Composing Clear Text
- ✚ Spelling, Grammar, Punctuation and Proof Reading
- ✚ SCRAP
- ✚ Laying Out Letters
- ✚ Dealing with Letters of Complaint

During the day there will be practical examples and exercises to work through, and model answers to compare letters to.