

Contact McCloskey Partners today to discuss your training needs at
215-716-3035 x 712 or services@mccloskeypartners.com

The Basics of Email Etiquette 101

- Write well-structured, compelling emails that get a positive response from coworkers and customers
- Apply writing and formatting skills to further engage your recipients and deepen your ability to persuade
- Learn the dos and don'ts of professional email writing, so company brand image is protected at all times



TOPICS TO BE COVERED

- Time saving suggestions for managing the 100s of emails received daily *and* navigating through Outlook
- When is it appropriate to send an email vs. schedule meeting/ talk to someone
- How to use Subject lines to get your point across
- Formatting emails (Stop using all CAPS! / When to use colored font)
- Email only appropriate parties. Defining what "cc / bcc" means and when to use each the right way
- Stop saying: "Well I sent you an email! It was a whole 5 minutes ago, did you get it?"
- Email war
- Acceptable amount of time to respond to an email
- Spell Check / Proofread
- Using email to brand Company signatures
- Out of office notices
- Email disclaimers

TRAINING FORMAT

- **Location:** On site at client location or On Demand Webinar

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