Effective Business eMails

"Writing emails used to be my biggest time waster at work. With the help of this programme, I have cut it by half. More importantly, my emails are read and responded. I feel great with my improvement."
Ellen Tai, Banker [private banking]

"I am so pleased that my boss asked me the other day if I had attended a writing course as he could tell the difference. He said that my emails are now concise and to-the-point."
Derek Ho, Logistics Manager [manufacturing]

"I used to believe that I need to use difficult words to write good emails. But I was convinced by Ray that we can use only simple words and expressions to write quality emails straight from our heart. This is exactly how we should do it. Indeed, everyone can do it.
Mandy Fung, Internal Auditor [Compliance]

Aim

Email has revolutionized the way we communicate at work. As a result, writing and reading messages are consuming a huge part of the working day. Writing emails, in particular, has become the biggest time waster of many people. Very often, we do not know how and where to start an email. Most importantly, we are not sure if our emails are understood. According to many surveys, more than half of emails are simply not read by recipients, not to mention the desired response from them. This popular programme will help you compose effective messages that really benefit your organization – and save you time.

Results

1. To make sure your emails get opened and read
2. To structure your message logically
3. To address your readers' needs
4. To get your message across
5. To make your email readable
6. To shorten your message by up to half

Content

Essential Module (Regular module: 2.5-hour x 3 sessions   or   Fast-track module: 7-hour x 1 day)

1. Planning, writing and revising your message
2. Sticking to a simple structure
3. Getting your emails opened and read: subject line matters
4. Openings and closings: having them right and natural
5. Proofreading and editing your real work 1 of 2
6. Using the appropriate style and tone
7. Effective use of simple words and expressions
8. Less is more – the art of conciseness
9. Proofreading and editing your real work 2 of 2
10. Key phrases used in emails

1. Reference Customers (public programmes)

2. Bank of East Asia
3. Cathay Pacific Airways
4. Citibank Hong Kong
5. CLP Power Hong Kong
6. HSBC

Trainer:	Ray Lee (refer to Trainer Profile)	**Medium of Instruction:** English and Cantonese
Modules (levels):	☑ Essential ☐ Advances ☐ Professional	
Study mode:	☑ Regular ☑ Fast-track	

Cost / module:	**Essential**	**Advanced**	**Professional**	**Sunday/Holiday Surcharge**
	HK$1,250	HK$1,350	HK$1,450	HK$100 per module

Discount per Registration*:	**2 modules**	**3 modules or above**	
	HK$100 / module	HK$150 / module	*applies to the same or different participant(s)

Live English Ltd   303 Austin Plaza, 83 Austin Road, Kowloon, Hong Kong   p.2

Better business English starts here   **t** +852 2375 5007   **f** +852 2375 5128   **e** info@liveenglish.hk   **i** www.LiveEnglish.hk