



# Credible E-mail

10 Techniques to Ensure your E-mails are  
Effective, Effortless, and  
Error-free

In this half-day course you will learn how to write effective e-mail messages that are grammatically correct, concise, and to the point. More importantly you will write e-mails that get opened, get read, and get responded to as you intended. You will learn how to avoid the most common mistakes that can get you and your company into serious legal predicaments. Discover how to apply the best techniques for deciding when to be formal or informal in each e-mail, and what message that may be sending to the receiver. Finally you will understand the proper use of the “To,” “CC,” and “BCC” address lines and how to eliminate errors before hitting the “**Send**” button.

## OBJECTIVES:

Learn techniques to ensure a professional document before you hit the SEND button.

Increase the readability, impact, and credibility of all your e-mail messages.

Find out how to avoid sending sensitive or damaging information that could put your organization at legal risk.

Gain practical writing skills that will apply to *all* your workplace correspondence.

Develop strategies to prevent misinterpretation and set the tone — ensure your e-mail sends the best impression of you and your company.



Call now and get those e-mails opened!

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