



REVOLUTIONISE
YOUR INBOX

with Stewart Snooks



Effective Email Etiquette

Formerly “The Science of
Writing Effective Email”

**A 3-hour online Masterclass
or 3-week program to
transform your results when
writing email**

Fast Track programs

\$595 + GST pp

[Register here](#)

FEATURING

- 1 x 3-hour online Masterclass or
3 x 1-hour online program over 3 weeks
- Lots of ‘live’ interaction with chat, polls,
Q&A, whiteboard, audio and video options
to keep you engaged/involved
- No need to leave your desk - minimising
time off the job away from the desk
- Watch training on one screen and
immediately implement your learnings
on a second screen.

**FAST
TRACK
3 Hours**

**1/2 Day
Master
Class
or
3 Week
Program**



These days, more and more
communications are being sent
via digital, written channels rather
than as spoken or verbal conversations.

Despite a plethora of other tools, the majority of
these messages are being sent via email (circa 80%).

The challenge is now to be able to write messages that

- get attention
- engage interest and
- stimulate a timely response from the reader
...in about 2 to 4 seconds!

This program is designed to help you achieve greater
clarity and comprehension in your email (and other
written) communications, to use language and tone
that builds rapport and creates agreement, to speed up
email turnaround time and to enhance your reputation
as a clear communicator.

1:1 ONLINE COACHING SUPPORT

Additional support via screen sharing coaching to
troubleshoot roadblocks and ensure you stay on track
between each of the workshops

See details and register at emailproductivity.com.au



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WHO SHOULD ATTEND

- EAs/PAs
- Admin & Support staff
- Senior executives
- Business owners
- Line managers
- Outlook users

PROGRAM OBJECTIVES

- Use email only when appropriate
- Write subject lines that 'cut through' and get attention
- Structure messages to engage and stimulate interest
- Get your email tone 'just right'
- Write concisely and deliver messages with timeliness
- Simplify keeping track of emails that need you to follow up

PROGRAM OUTCOMES

- Understand appropriate email etiquette when writing email
- Create greater clarity and comprehension in your email communications
- Use language and tone that builds rapport and creates agreement
- Speed up email response and turnaround time
- Enhance your reputation as a clear communicator

INTRODUCTION

- The challenge of writing effective email
- Common frustrations
- Think first – is email best?

STRUCTURING EMAIL

- What is your desired outcome
- The power of the subject line
- The etiquette of TO/CC/BCC
- Greetings and sign offs
- The power of the Inverted Pyramid Structure
- When to use the Diamond Sequence
- Why you should write an email backwards

BUILDING RAPPORT

- Using 'Mirroring' and 'Backtracking' techniques
- Identify the 4 tones of an email and how to respond
- Use invitational phrases to create agreement
- Manage conflict with The Agreement Framework
- Building trust and avoiding incongruent language

MASTERCLASS OVERVIEW

Q&A REVIEW SESSION

- Review your progress so far
- Share new learnings and perspectives with peers
- Troubleshoot any blockages
- Fine-tune your new skills
- Preview options for next steps and further progress

1:1 Coaching support

Additional support via screen sharing coaching to troubleshoot roadblocks and ensure you stay on track between workshops

Recent Participant Feedback

"I had done Revolutionise Your Inbox and loved it, so keen to get the next learning :) I was expecting to learn some technical things perhaps - not only did I learn the tips and tricks I was hoping for, I learnt a lot about psychology and human behaviour too. I now understand best practice regarding greetings and sign offs too - now I don't have to guess. The Revolutionise Your Inbox course really helped me with getting the structure of email right. This has helped me to understand the relational aspect of using email better."

Anna Terpstra | Information Officer | Gordon Institute of TAFE

"I enjoyed every minute of the program, I got more out of it than just writing an email"

Beti Jovevski | The Studio

"I have attended both 'Revolutionise Your Inbox' and 'The Science of Writing Effective Email' and have gained so much. The skills you take away from these courses give you control over your time spent on emails whether it be getting a response or managing your inbox. If everyone was to participate in these courses, emailing would be a different world!"

Louise McKenzie | HR Generalist

Presenter: Steuart G. Snooks

Email and Workplace Productivity Expert, Steuart Snooks brings his 17+ years of research and experience in presenting the proven Email Management Best Practices and Etiquette to this program.

The practical strategies he teaches will transform your experience when communicating via email.

What you learn will help to restore email to its rightful place as a powerful tool to facilitate improved productivity and communication effectiveness.



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