



REVOLUTIONISE
YOUR INBOX

with Stewart Snooks



Effective Email Etiquette

Formerly "The Science of
Writing Effective Email"

**A 6 week online program
to transform your results
when writing email**

\$995 +GST pp
[REGISTER NOW](#)

FEATURING

- Short, sharp 60 min workshops
- Bite-sized learning opportunities each week
- 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.



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.

The weekly frequency is 'just right' for ensuring you have time to implement and consolidate your learnings in between workshops.

And 1:1 coaching is available to support you.

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

PROGRAM OVERVIEW

Week 1

INTRODUCTION

- The challenge of writing effective email
- Common frustrations
- Think first – is email best?
- What is your desired outcome
- The power of the subject line
- The etiquette of TO/CC/BCC

Week 2

STRUCTURING EMAIL

- Greetings and sign offs
- The power of the Inverted Pyramid Structure
- When to use the Diamond Sequence
- Why you should write an email backwards

Week 3

BUILDING RAPPORT

- Understand the hidden language of email
- Recognising and adapting to different communication styles
- How to 'massage your message' to create connection
- Using 'Mirroring' and 'Backtracking' techniques

Week 4

RECOGNISING EMAIL TONE

- 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

Week 5

FINE TUNING

- When to use 'Active' versus 'Passive' voice
- Writing concisely and streamlining your message
- Harness Delay Delivery to improve response rates
- Automate your follow up activities

Week 6

Q&A REVIEW SESSION

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

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: Stewart G. Snooks

Email and Workplace Productivity Expert, Stewart Snooks brings his 15+ 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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