

HOW TO WRITE EMAIL THAT GETS RESULTS

An online workshop with individual follow-up

Stop sending so-so messages that grow old in inboxes or die unread!

Write email that moves people to take action!

Wednesday, March 16, 2011
10–11:45 a.m. Pacific Time

Register now. Enrollment is limited to 18 attendees.

“I had no doubt that I knew how to write good emails, and wouldn't have thought I could learn much from your class.

“To my surprise, I learned at least 10 things I was either doing wrong or could do better. Since I've started using your techniques, I get better responses to my emails, which equate to less time spent on emailing, happier clients, and higher profits.”

*Kathy Goughenour, Trainer/Coach
expertVAtaining*

SYNTAX TRAINING
Tools for Better Business Writing



Does your email get read—and get results?

Write powerful email. Learn to:

- Get the email responses you want by applying best practices for subject lines, openings, and message content.
- Avoid worst practices and unconscious habits that kill action and drag out email exchanges.
- Recognize what you really want your readers to do and how to help them do it.
- Lay out information so readers understand and can respond quickly.
- Apply a quick 3-step method to send the best, results-focused message every time.
- Prevent misunderstandings that stop action dead.
- Eliminate unnecessary email that saps energy and time.

DATE & TIME Wednesday, March 16, 2011
10 to 11:45 a.m. Pacific Time

PLACE Your computer! This is a live online workshop.

TARGET AUDIENCE Anyone who wants to get positive, consistent results with email.

TRAINING PROVIDER Syntax Training
<http://syntaxtraining.com>

REGISTER Register for the class at <http://tinyurl.com/syntaxtraining-31611>
Or contact Michael Johnston at michaelj@syntaxtraining.com or 206-782-8410 to learn more.



Meet Your Instructor



Lynn Gaertner-Johnston
Business Writing Specialist and
Founder of Syntax Training

Since 1990, Lynn has helped managers and employees improve their business writing. In *How to Write Email That Gets Results*, she shares what she has learned in her work

with thousands of people in dozens of companies and organizations.

Her clients include MasterCard, REI, Ledcor, AARP, Intelsat, Premera Blue Cross, Organic Valley Family of Farms, Dorsey & Whitney, TIAA-CREF, Port of Seattle, Univar, and many others. Lynn teaches managerial communications in the MBA program at the University of Washington – Bothell.

Lynn earned her M.A. in communication from the University of Notre Dame and her B.A. in English from Bradley University. To master online teaching, she completed the Virtual Facilitator Training Certificate program offered by NetSpeed Learning Solutions.

GET EXPERT COMMENTS ON YOUR EMAIL

Get specific recommendations on how to get results with your email. Within 30 days of the class, send the instructor an email for expert review. Choose an important message, for example, a high-stakes announcement, a sales email, or a request for action or approval. Before you submit the email, apply what you have learned in *How to Write Email That Gets Results*.

Within 3 workdays, receive feedback on the successful parts of your email and learn what you can do to get faster, more positive, complete responses. You will be able to apply the feedback to future messages.

If you do not have an email to submit for feedback, you can complete a realistic writing assignment provided in the course materials.

YOUR INVESTMENT IN EMAIL THAT GETS RESULTS TIME AFTER TIME: \$179

The fee to attend *How to Write Email That Gets Results*—and to receive expert written feedback on your email—is US\$179. For those located in the U.S. and Canada, this fee covers calling in to a toll-free number. Calling in from other locations involves an extra charge. Please contact Syntax Training for details.

Group discount: 3 or more people registering together receive a 10 percent discount.

YOUR PER-PERSON FEE COVERS:

- 90-minute live online training program
- 15 minutes of live online Q&A
- Individual feedback from the instructor on a sample email, after the class
- Downloadable PDF of the 16-page class handout
- Downloadable PDF of “110 Tips for Sending Email That Gets Read—and Gets Results”
- Online access to the recording of the class for 30 days

REGISTER

Register and pay by Feb. 16: \$159 per person.
Register and pay after Feb. 16: \$179 per person.
Register online for the **March 16** class here:

<http://tinyurl.com/syntaxtraining-31611> *

Or phone 206-782-8410 and use a credit card or request an invoice. Invoices must be paid within 10 days of registration to hold your place in class.

*Use the payment link above if you will participate from the U.S. or Canada. Please email us if you wish to participate from another country, and we will give you the appropriate link.

TO LEARN ABOUT SYNTAX TRAINING

Visit the web site at <http://syntaxtraining.com>.
Learn more about business writing at Lynn’s blog at <http://businesswritingblog.com>.
Email michaelj@syntaxtraining.com or call Michael Johnston in Seattle at 206-782-8410 with questions.



YOUR LEARNING AGENDA

To get good results from every email you send, take part in these learning activities.

Welcome to class! Find out how to use the online tools to meet your learning objectives. Begin learning *How to Write Email That Gets Results*.

Recognize pet peeves that slow down and confuse readers. Learn how to eliminate worst practices.

Discuss 12 best practices that get results. Test your knowledge of real and fake best practices.

Analyze 8 mini-case studies. Decide whether each email is effective or anemic. *Will Lynne's announcement be read? How should Martin's rant be handled?* Give reasons for your decisions and discuss them.

Learn 3 essential steps to apply in every email. Using the steps can get you quick responses and save hours of follow-up messages.

Apply 3 essential steps while writing a brief reply to a confusing email. Compare your reply with the instructor's versions.

Take part in "A Tale of Email: 101 Messages." Determine what you can do to eliminate unnecessary email.

Decide on the specific actions you will take to write results-focused, efficient email.

Get answers to your questions. Questions are welcome anytime during the program, and a 15-minute period is reserved just for them.

Get expert recommendations on your email when you send a message after the program.

"I believe I will be able to write more effectively and spend less time responding to follow-up emails because I didn't write well in the first place!"

Ben Hulscher, Office Assistant, City of Tacoma Human Rights & Human Services

"It was a great webinar. Now I will anticipate reader questions prior to sending my email, begin with a specific subject, and insert essential information near the beginning of the email. Thank you!"

Angie Babcock, Communications Specialist, HelpPoint Claim Services, Farmers Insurance Group

"It was an awesome webinar! I have been a clinical nurse for 30 years, the last 2.5 in an administrative position without any business background. The class exceeded my goal of learning how to write more effective email.

"Also, two highly experienced corporate coworkers attended the program. Both thought it was excellent, well organized, and a great review.

"Thanks so much for a valuable training program!"

Kathy Williams, RN Coding Auditor Compliance, JPS Health Network

Take this class if you want to:

1. Write emails that get same-day, positive responses.
2. Communicate successfully in quick 2-message exchanges—not 20-message threads.
3. Write email that helps your readers respond efficiently.
4. Understand how to apply email etiquette to get to the point without sounding abrupt.
5. Eliminate unnecessary email—yours and theirs—without injuring relationships.
6. Avoid the embarrassment of "oops" messages that leave out essential information.



Technical Questions? Participating Is Easy

If this is your first time attending an online workshop that uses Adobe Acrobat Connect Pro, you may want to check your connection to be sure you will be able to log in to the classroom. Use this link to test your connection: http://syntaxtraining.na4.acrobat.com/common/help/en/support/meeting_test.htm

After you register for the class, you will receive simple instructions about entering the online classroom and calling the toll-free telephone number to participate.

FREQUENTLY ASKED QUESTIONS

Will I participate or just look and listen?

The class is very participatory. Besides looking and listening, you will talk with the instructor and other attendees, type your comments, select answers in polls and self-tests, and write a draft of a short email. You will also be able to ask questions and get expert answers.

You will participate in many ways. Do not plan to do other things during the session!

Enrollment Is Limited to 18 People.

How many other people will be in the class?

Should I expect to be in a huge webinar?

Each class is limited to 18 attendees. The small number of people contributes to a positive, engaging learning experience.

May I invite other people from my company to view the web workshop with me?

The class is not for group viewing—it is for individual learning. Plan to attend in a private workspace equipped with a computer and phone.

If 3 or more people from your company want to attend, register together to get a 10 percent discount. Or contact Syntax Training about offering a special session for your company.

Will I get any feedback on my email?

You will get expert feedback on an email you send to the instructor after the class. She will review your example and give you feedback on what you are doing well. She will also offer suggestions to improve the example and your future email.

Will I need any special equipment?

You will need Internet access to be logged in during the class. For easy viewing, arrange to be at a normal-sized screen. You will type during the session, so having a telephone headset is helpful.

No Travel Stresses or Travel Time

Rainy season? Heavy traffic? No time or budget to travel? No problem! Take the class from your workplace or home office.

What if I have a technical problem during class?

An expert will be available during the class to resolve any technical issues. If you miss part of the session, you will be able to view the recording.

A Note on Time Zones

The class is scheduled on Pacific Daylight Time, which is UTC-7 hours (GMT minus 7 hours). The class begins at 10 a.m. PDT. For a time zone converter, visit <http://timeanddate.com>.

What if I register but am unable to attend?

You may send someone in your place or view the recording of the class. You may also cancel your registration 30 days before the class and receive a full refund. Cancel up to two weeks before the class and receive a 50 percent refund.

May I attend to scout out the class for our firm?

You are welcome to attend as a scout. Please register and participate as a learner. If you decide to offer the class for your organization, we will deduct your registration fee from the cost of the first class you schedule.