



Workshop title: Business Letter Writing

Aim: To help managers and staff write letters to clients and other organisations so that a professional and businesslike image is given

Designed for: Managers and staff who regularly write business letters

Objectives: During the workshop, participants will:

- appreciate the difference between academic and business writing
- choose language that makes writing easy to read and understand
- know how to alter their writing style to change the tone of a letter
- learn how to collect thoughts and ideas quickly and effectively
- create a logical structure and layout that is easy to follow
- gain tools for projecting the right image in their letters

Method: This workshop is based on practical exercises of writing and editing written material so as to develop skills and confidence

Length: Two days

Content: Introduction and objectives

- * The role of letters and the need to learn to write for business
- * Identify factors that encourage people to read in a business environment

Language as a communicator

- * Words and phrases that can be a stumbling block or an aid
- * Pace information in terms of sentence length and construction
- * Use punctuation to help rather than hinder the reader

Evaluate readability

- * How to review writing to evaluate its clarity and understandability
- * Personal reviews of participants' own business correspondence

Writing preparation

- * Capture and organise ideas through the use of mind maps
- * The purpose and aims of different letters in terms of the reader
- * Different styles and tones in business writing and how each is achieved

Structure and content

- * Guidelines for a logical and clear structure to help the reader and writer
- * The importance of overall presentation and guidelines to achieve this

All readers are customers

- * Put across the right image for the organisation
- * Respond effectively to letters of complaint
- * Use letters as a sales tool