Course Content
- 5 Principles of Effective Writing
- Overview of Email
- The Subject Line
- 1st three lines of an email
- KIS & SECS
- Top 6 Malaysian errors
- Email Punctuation
- Types of Email
- Basics of WebPages

5 Principles of Effective Writing
- Netiquette
  - Inoffensive yet assertive
- Structure
  - Maximum readability in minimum time
- Clarity
- Grammar
  - You looks very cool with ya grammar
- Purpose – Why?

Exercise 1
In pairs discuss if and why these are important?

The Basics
- To
- Carbon Copy (CC)
- Blind Carbon Copy (BCC)

Exercise 2 – Matching exercise
Are you going to the World Cup?

Subject Line
- David
- Package
- There is a package for delivery to KLCC at three thirty on the twenty-seventh of June
- Delivery: KLCC, 3.30pm 27th Jun
Subject Line

- Clear and simple language
- No jargon
- Benefit of reading the email
- Re / FYI / Urgent
*Hint: Think of newspaper headlines*

Exercise 3 – Improve the subject

1st Three Lines

The only three lines most people read!

1st Three Lines - ACTIONS

If you are writing an Email the BEST place to put ALL actions is at the beginning

ACTION: Teach Course – James

Exceptions

- You need to persuade them to do it
- Company policy to put actions at the bottom

1st Three Lines - Quoting

> I've got the price quote for the Cobra subassembly ready; as soon as I get a decision on the packmaster selection, I'll be ready to go.
> Have you talked to the thermo guys about whether they are ready to go with the left-handed packmaster or do they want to wait and check out the right-handed one first?

1st Three Lines - Quoting

> Have you talked to the thermo guys about which handedness they want?

I talked to them about it the other day, and they want to see the other one before they make up their minds.
1st Three Lines - Quoting

> Have you talked to the thermo guys [about which handedness they want]?

I talked to the thermo group on Wednesday, and they think the left-handed Packmaster will probably work, but they want to evaluate the right-handed unit before they make up their minds.

1st Three Lines

- Most important information
- Actions / Executive summary / Answers

- Use > to quote for clarity
- Use [ ] to paraphrase

Exercise 4 – Rewrite the email

Let’s KIS!

Keep It Simple – Which of these KIS?
(Exercise 5)

Keeping It Simple

Do
- Bullets & Numbered lists
- Short paragraphs
- Graphs
- Short sentences
- Diagrams
- Active
- Actions at Top
- Simple terms

Don’t
- Commas & Conjunctions
- Long paragraphs
- Numerical descriptions
- Long sentences
- Clipart
- Passive
- Actions throughout email
- Jargon

Email Paragraphing (SECS)

- **Shorter** - 1 – 4 sentences
- **Emphasis** – Use more lists, Bold and Italics for easy scanning
- **Colour** – Stick to Black (blue for links)
- **Subject** – Max 1 subject

Don’t UNDERLINE – it looks like a link

Exercise 6

Work out where the paragraphs are!
Top 6 – Manglish Statements

1) I am going to ______
   a) take you to
   b) send you to
   c) follow you to

2) I have _____ dinner?
   a) taken
   b) had
   c) have

3) When is it appropriate to use Lah?
   a) At the end of every sentence
   b) At business meetings
   c) Hanging out with intelligentia
   d) Hanging out with your Malaysian friends who also say it.

4) Is Next time?
   a) Any point in the future
   b) Your next meeting / turn / event

5) Can you use last time to mean any point in the past?
   a) Yes
   b) No

6) When do we normally use the past perfect?
   a) When talking
   b) When writing a report
   c) When writing a story / novel

Reducing Your Mistakes!

- Use Microsoft Word, it has a basic grammar and spelling checker (Then copy and paste)
- Leave each email for 15 minutes, check it and then send it
- If the email is important get somebody to proof read it!
- Don’t use complicated language!

Email Punctuation

- How do you write the British Council web address in an Email?
- How do you quote a previous email?
- How do you use quotes in emails?

Web Addresses

- Keep them short
- Ask for a shortened Web address. E.g. http://www.britishcouncil.com/james/
- Always include the http
- Some clients don’t recognise www.
- Some parts of SOME web addresses ARE case sensitive.
- Email addresses ARE NOT case sensitive

Quoting

- DO NOT SAY “refer to email below” Quote it using >
- If you are quoting an individual word speech marks are fine, but for anything longer use >
- If the material is NOT from an email then use speech marks.
- If you are quoting from a Web page, always include the URL.
- When quoting, always keep the punctuation outside the speech marks e.g. your password is “James”. (British style)
### Types of Email

- response
- sales
- request
- information

### Response Email

- Most common email replies / responses
- ALWAYS answer all questions
- Don’t know / need time – SAY SO!

### Request Email

**How to Convince people**

(2 year olds know)

- Benefit
- Thanks
- Threaten

### Information Emails

- What info is needed?
- No Action - Put FYI
- Long Email? Include summary
- If it is more than 4 screens use PDF / Word

Consider

- Your time to improve it / use of a secretary
- People it will go to
- How important it is

### Sales Emails

- If it looks like a sales email (SPAM) then it’s going to be binned/bounced...
- If I think you are going to try and sell me something I don’t want, I’m going to bin it...

**Exercise 7 – Approaches to Email writing**

**Exercise 8 - How can you send out 5000 emails and not be considered SPAM?**
Sales Emails

Are they expecting? (Opt-in / Opt-out)
- Special offers
- Price updates
- Account info
- Product tracking
- New product info

Valuable information
- Must be interesting (Newsletter/personal email)
- Personalize (Don’t BCC)

Respond personally if people write back

Newsletter / Sales Email

Request newsletter?
- yes
- no

Request sales info?
- yes
- no

Buy from competitor?
- yes
- no

Bought similar products?
- yes

Exercise 9 – Improve the Email

FINAL: Write A Web Page

Use your new Email skills to write a WebPage!