

# Making Email Work

Learn on your own, at your own pace

## Why self study?

While most people appreciate the benefits of a class-based course, sometimes this just isn't a practicable solution. Even the semi-formal arrangement of a blended learning approach can prove too much of a challenge for some people's busy diaries

This solution is ideal for anyone who needs to fit bite-sized chunks of learning into an already packed daily schedule.

## Programme goals

By the end of this self study programme, participants will be able to do the following with their emails:

- establish a purpose
- identify desired response
- communicate more effectively
- differentiate between appropriate and inappropriate content
- organise and label content effectively
- sequence and structure content to enhance readability, and
- write effective subject lines

## Programme features

Participants can take our *Making Email Work* self study programme at a time and place of their choosing within a period of 60 days. The programme is available 24/7 via Pacific Blue's website. It offers

- 1 to 2 hours of self-paced tuition.
- short modular lessons
- printable job aids
- practical exercises to help you apply your new skills and assess your progress

## Programme outline

Our *Making Email Work* self study programme covers the following topics:

How to write emails that focus on your readers.

What you can do to make sure your emails are readable.

How you can write subject lines that get attention.

How to ensure that your emails create a good impression of you and your organisation.

How to refine your messages to ensure they are really clear.

## Who should take this programme?

Our *Making Email Work* self study programme is ideal for anyone who relies on email or instant messaging to do their jobs.

## How you will benefit

### *Follow good writing practice*

- Use keywords in subject lines to help with later retrieval.
- Write meaningful subject lines to help readers prioritise their work load.

### *Keep emails brief and to the point*

- Gain some tips for writing concise messages but saying everything that needs to be said.
- Know when to use attachments.

## Technical requirements

*Making Email Work* is based on simple browser technologies. The technical requirements are as follows:

- Windows 98 or higher
- Flash Plugin
- Java Applets/Signed Active X Controls enabled
- Internet Explorer 5.5 or higher
- Minimum connection speed of 56 kbps
- Sound card with speakers (optional)
- Minimum screen resolution of 800 x 600 dpi

## Thinking of taking our self study programme?

### Accessing the self-study programme

We can normally set up individual user accounts on our website within 24 hours of you requesting it.

### Hosting on your Learning Management System

If you are thinking about hosting the course on your organisation's Learning Management System for a large number of users, it meets the following standards:

- AICC Level 1
- SCORM 1.2, and
- Section 508

### Pricing and materials

The self study programme costs £87.00 per person, plus VAT for 60 days of access. Volume discounts apply.

### Next steps

If you are interested in finding out more about the programme or are ready to sign up, then call us on 0845 122 7102.