

Email Etiquette

Learn to write clear, professional emails while managing risks, structure, formatting, tone and netiquette.

1 Day

8 HOURS

12

MODULES

53

TOPICS

COURSE OVERVIEW

The Email Etiquette course is designed to enhance learners' ability to communicate effectively and professionally through email. It covers a comprehensive range of topics, from understanding the risks and implications of email communication to crafting well-structured and polished messages. Learners will evaluate their email usage, grasp the importance of email security, and learn the consequences of misuse. By creating a structure for success, they will understand how to use email features like CC/BCC correctly and address the importance of subject lines. The course emphasizes maintaining grammar perfection, appropriate formatting, and branding in broadcast emails. It also provides strategies for Managing email overload and showcases examples of good and bad email practices. This course will equip learners with the skills to navigate the digital world with confidence while maintaining Professional cyber manners and adhering to Netiquette guidelines.

WHO THIS COURSE IS FOR

The Email Etiquette course by Koenig Solutions enhances professional communication skills, making it ideal for corporate employees and job seekers.

Entry-level professionals

Mid-level managers

Customer service representatives

Sales and marketing professionals

Human resources personnel

Administrative staff

IT professionals

Freelancers and remote workers

Small business owners

Non-profit organization members

Educators and academic staff

Students preparing for corporate roles

Legal professionals

Healthcare workers requiring formal communication training

Government employees

Executives looking to refine their email correspondence

What You Will Learn

- Assess personal email usage and associated risks
- Apply correct use of To, CC and BCC fields
- Structure emails with subject lines, salutations and conclusions
- Apply concise writing rules such as word and line limits
- Apply grammar rules including active voice and punctuation
- Format email messages for readability and appropriate style
- Explain netiquette guidelines for general and managerial use
- Compare examples of good and bad email practice

COURSE SYLLABUS

12 Modules, 53 Topics

01

Introduction

TOPICS

Evaluate your email usage · Workshop objectives

02

Introduction to Email Etiquette

TOPICS

- Email is never secure
- Big Brother may be reading over your electronic shoulder
- Productivity is lost when cyber-slackers log on
- Email misuse and abuse may get you fired
- Email can be embarrassing
- Email abuse impacts revenue and reputations
- Email is easily misinterpreted

03

Creating a Structure for Success

TOPICS

- Forward, To, CC, and BCC
- Urgent emails
- High Importance vs. Low Importance
- Subject lines
- Salutation
- Introduction - Body - Conclusion
- Signature
- Drafting emails
- Time delays

04

Rules of Thumb

TOPICS

- **Effective subject lines:** Clearly state what you need
- One-page view only
- Average 15 words per sentence
- Keep it concise - no unnecessary words
- 2-3 lines per paragraph

05

Grammar Perfection

TOPICS

Using a spell checker · Checking for simple sentences · Using the active voice · Proper use of punctuation · Appropriate use of emoticons · Avoiding text talk

06

Formatting Your Email Message

TOPICS

- Email style
- Writing the email
- Selecting format settings
- Choosing the right font
- Selecting appropriate colors
- Enhancing readability
- Avoiding all uppercase or all lowercase letters
- Arranging text into vertical lists
- Sending attachments with care

07

Broadcast Emails

TOPICS

- Branding
- Importance of branding and consistent subject headings

08

Proofreading Pays Off

TOPICS

A proofreading primer · How peer review can help

09

Polishing Your Cyber Manners

TOPICS

Watching your cyber language · Avoiding sexist language · Setting the right tone · Dodging conversational pitfalls · Extinguishing email “flames”

10

Netiquette Guidelines

TOPICS

Reviewing netiquette guidelines · Netiquette guidelines for managers

11

Managing Email Overload

TOPICS

Controlling inbox clutter

12

Examples

TOPICS

The good · The bad · The ugly

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

Visit koenig-solutions.com

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