MAGIC® Email & Text Writing Program

INTRODUCTION

Organizations are increasing their use of email for correspondence to customers – yet these emails are often overly formal and company-focused, or too casual and confusing.

Are you projecting an image that is aligned with your customer vision? Do your documents have a positive or negative impact on customer perceptions? It is vital that all customer contacts project a consistent level of professionalism and grace.

COURSE OBJECTIVE

Help associates write more clearly and concisely – and ensure that all emails will **M**ake **A G**reat **I**mpression on the **C**ustomer™.

COURSE CONTENT

The program provides business-writing principles in four phases:

Aim:
- Focus on the audience – internal or external
- Clarify the purpose for writing the email or text
- Choose email or text based on context as appropriate

Dialogue:
- Apply guidelines for word choice and sentence length
- Use the Clarity Index to measure readability
- Sharpen verbs for email and text

Organization:
- Adjust length and content of paragraphs
- Structure ideas based on purpose of the email or text
- Understand the challenges and protocol for email and text
- Use the MAGIC® format when writing to customers

Techniques:
- Improve the overall look of your email
- Use headings and techniques for impact
- Consider adopting email and text guidelines for the organization

WHAT THIS MEANS TO YOU

Write more clearly and concisely – to achieve your aim

Grab and keep the reader's attention – to make a MAGIC impression every time you write

Save time with text messages – to be more efficient

TRAINING METHOD

The program is tailored to the specific needs of the audience. Prior to any project, we request representative writing samples and prepare tailored rewrites for in-class exercises and group discussion.

DURATION

This one-day session addresses internal and external email and text writing.