

day 1

Introduction

Straightforward writing

Straightforward language

Active writing

Tone

- Reader awareness
- How the reader feels
- Positive attitude
- Getting the message across

day 2

Layout & paragraphs

Aiming for the audience

Email, structure

Email & Letters, content

- Replies
- Negative replies
- Answering complaints
- Making complaints
- Bad-news letters
- Ordering
- Follow-up

Reports

- Structure
- Methodology
- Checklists