

# EMAIL INTELLIGENCE LIVE ONLINE CLASS!

**A 90-minute learning session plus Q&A, individual feedback, and email resources**

**Wednesday, Feb. 3, 2010  
11 a.m. Pacific Time**

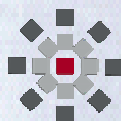
**Learn methods and tips to improve your email instantly. Write email that gets action!**

**Register now. Enrollment is limited to 18 attendees.**

*"I participated in Email Intelligence. If you want to send emails that gain time instead of waste time, you'll learn this in Lynn's class. Plus, she is an expert using webinar tools—you won't believe how much material you'll cover, and get your questions answered too."*

*Joanne Masterson, Webmaster,  
President of BlueJProjects*

**SYNTAX TRAINING**  
Tools for Better Business Writing



**Does your email get read—and get results?**

**Increase your email aptitude. Learn to:**

- Get the email responses you need by applying best practices for email etiquette and efficiency.
- Avoid email worst practices that slow down and drag out email exchanges.
- Recognize your effective and ineffective email habits.
- Focus on what you want your readers to do and how to help them do it.
- Lay out your information so readers can understand and respond quickly.
- Anticipate and answer readers' questions.
- Take steps to eliminate unnecessary email.

**DATE & TIME** **Wednesday, Feb. 3, 2010**  
11 a.m. to 12:45 p.m. Pacific Time

**PLACE** Right at your computer! This is a live online workshop.

**TARGET AUDIENCE** Everyone who writes email—in other words, everyone!

**TRAINING PROVIDER** **Syntax Training**  
<http://syntaxtraining.com>

**REGISTER** Register for the class at <http://tinyurl.com/syntaxtraining-Feb3>  
Or contact Michael Johnston at [michaelj@syntaxtraining.com](mailto:michaelj@syntaxtraining.com) or 206-782-8410 to learn more or register with Michael's help.



## Meet Your Instructor



**Lynn Gaertner-Johnston**  
Business Writing Specialist and  
Founder of Syntax Training

In Email Intelligence, Lynn shares what she has learned about effective email from working with thousands of managers and employees in dozens of companies.

Since 1990, Lynn has been helping people improve their business writing. Clients include Microsoft, Boeing, Leducor, AARP, Intelsat, Premera Blue Cross, Fred Hutchinson Cancer Research Center, TIAA-CREF, Dorsey and Whitney, Port of Seattle, and many others. Lynn has taught managerial communications in the MBA program at the University of Washington's Foster School of Business.

Lynn earned her M.A. in communication from the University of Notre Dame in South Bend, Indiana, and her B.A. in English from Bradley University in Peoria, Illinois. To sharpen her online teaching skills, she completed the Virtual Facilitator Training Certificate program offered by NetSpeed Learning Solutions.

### GET EXPERT COMMENTS ON YOUR EMAIL

Within 30 days of taking the class, send Lynn an email for expert review. Choose a message that is important to you, for example, an announcement of a change, a monthly update, or a request for action or approval. Before you send the email to Lynn, be sure to apply what you have learned in the Email Intelligence class.

Within three workdays, receive comments on what you did well in the message and what you can do to improve it—and to improve your future messages—to get better results.

If you do not have an email you can send to Lynn, use a case study provided in the Email Intelligence materials.

### YOUR INVESTMENT IN A LIFETIME OF BETTER EMAIL: \$149

The per-person fee to attend Email Intelligence is US\$149. This fee covers calling in to a toll-free number for those located in the U.S. and Canada. Calling in from other locations involves an additional charge. Please contact Syntax Training for details.

**Group discount:** Three or more people registering together get a 5 percent discount.

### YOUR PER-PERSON FEE COVERS:

- The 90-minute live online training program
- 15 minutes of live online Q&A
- Downloadable PDF of the 16-page Email Intelligence class handout
- Downloadable PDF of “110 Tips for Sending Email That Gets Read—and Gets Results”
- Individual feedback from the instructor on a sample email, after the class
- Online access to the recording of the class for 30 days

### REGISTER

**Register and pay by Jan. 5:** \$139 per person.  
**Register and pay after Jan. 5:** \$149 per person.  
Register online for the February 3 class here:

<http://tinyurl.com/syntaxtraining-Feb3> \*

Or phone 206-782-8410 and use a credit card or request an invoice. Invoices must be paid within 10 days of registration to hold your place in class.

\*Use the payment link above if you will participate from the U.S. or Canada. Please email us if you wish to participate from another country, and we will give you the appropriate link.

### TO LEARN ABOUT SYNTAX TRAINING

Visit the web site at <http://syntaxtraining.com>. Learn more about business writing at Lynn's blog at <http://www.businesswritingblog.com>. Email [michaelj@syntaxtraining.com](mailto:michaelj@syntaxtraining.com) or call Michael Johnston at 206-782-8410 with questions.



## YOUR LEARNING AGENDA

**You can expect to participate in these lively, practical learning activities to increase your email intelligence.**

**Welcome to class!** Find out how to use the online tools to meet your learning objectives. Dive into Email Intelligence.

**Recognize the pet peeves of email readers.** Learn how to eliminate them.

**Discuss selected best practices for email etiquette and efficiency.** Test your knowledge of real and fake best practices.

**Analyze 10 mini-case studies.** Decide whether each email is effective or ineffective. *Should Christie have responded to Carlos's message? Is Lynne's announcement efficient? How should Martin's rant be handled? Will T's email end up in court?* Give reasons for your decisions and discuss them.

**Learn three essential steps to apply in every email.** Using them can get you quick responses and save hours of follow-up messages.

**Apply three essential steps while writing a brief reply to a confusing email.** Compare your reply with the instructor's versions.

**Take part in "A Tale of Email: 101 Messages."** Determine what you can do to eliminate unnecessary email.

**Decide on the specific actions you will take to write winning, professional email.**

**Get answers to your questions.** Questions are welcome anytime during the program, and a 15-minute period is reserved just for them.

*"The training was outstanding. It gave me the information I wanted to reach my goal of writing more concise, better organized emails."*

*Kathy Goughenour, President,  
ExpertVA Training.com*

*"I attended so that I could write email more effectively as well as pass on tips to my coworkers. I believe I will be able to write more effectively and spend less time responding to follow-up emails because I didn't write well in the first place!"*

*Ben Hulscher, Office Assistant, City of Tacoma Human Rights & Human Services*

*"It was an awesome webinar! I have been a clinical nurse for 30 years, the last 2.5 in an administrative position without any business background. Email Intelligence exceeded my goal of learning how to write more effective email."*

*"Also, two highly experienced corporate coworkers attended the program. Both thought it was excellent, well organized, and a great review."*

*"Thanks so much for a valuable training program!"*

*Kathy Williams, RN Coding Auditor  
Compliance, JPS Health Network*

## What is "email intelligence"?

**People with high email intelligence** know how to write effective, efficient messages that get read and get results. They know when email is the right way to communicate, and when they should pick up the telephone or meet in person instead. They know how to format complex information so others can understand and act on it. Their well-written messages inspire a fast response.

**You can increase your email intelligence.** Learn to apply best practices, avoid readers' pet peeves, and eliminate unnecessary messages—three essential ways of handling email more intelligently and professionally.

**Increase your email aptitude.** Take this practical class, and get expert feedback and takeaway materials that will help you write successful, intelligent email immediately.



## **Technical Questions? Participating Is Easy**

If this is your first time attending an online workshop that uses Adobe Acrobat Connect Pro, you may want to check your connection to be sure you will be able to log in to the classroom. Use this link to test your connection: [http://syntaxtraining.na4.acrobat.com/common/help/en/support/meeting\\_test.htm](http://syntaxtraining.na4.acrobat.com/common/help/en/support/meeting_test.htm)

After you register for the class, you will receive simple instructions about entering the online classroom and calling the toll-free telephone number to participate.

## **FREQUENTLY ASKED QUESTIONS**

### ***Will I participate or just look and listen?***

Email Intelligence is a very participatory program. Besides looking and listening, you will talk with the instructor and other attendees, type your comments, select answers in polls and self-tests, and write a draft of a short email. You will also be able to ask questions and get expert answers.

You will participate in many ways. Do not plan to do other things during the session!

**Enrollment Is Limited to 18 People.**

### ***How many other people will be in the class?***

### ***Should I expect to be in a huge webinar?***

Each class is limited to 18 attendees. The small number of people contributes to a positive, engaging learning experience.

### ***May I invite other people from my company to view the web workshop with me?***

The class is not for group viewing—it is for individual learning. Plan to attend in a private workspace equipped with a computer and phone.

If three or more of you will attend, register together to get a 5 percent discount. Or contact Syntax Training about offering a special session for your company.

### ***Will I get any feedback on my email?***

You will get expert feedback on an email you send to Lynn after the class. She will review your example and give you feedback on what you are doing well. She will also offer several suggestions to improve the example and your future email.

### ***Will I need any special equipment?***

You will need Web access to be logged in during the class. For easy viewing, arrange to be at a normal-sized screen. You will type during the session, so having a telephone headset is helpful.

### **No Travel Stresses or Travel Time**

Snow? Heavy rain? Traffic? No time to travel? No problem! Take the class from your workplace or home office.

### ***What if I have a technical problem during class?***

An expert will be available during the class to resolve any technical issues. If you miss part of the session, you will be able to view the recording.

### **A Note on Time Zones**

Email Intelligence is scheduled on Pacific Standard Time (PST), which is UTC-8 hours (GMT minus 8 hours). The Feb. 3 class begins at 11 a.m. PST. Visit <http://timeanddate.com> for a time zone converter.

### ***What if I register but am unable to attend?***

If you cannot attend, you may send someone in your place, or you may view the recording of the class.

### ***May I attend to scout out the class for our firm?***

You are welcome to attend as a scout. Please register and participate as a learner. If you decide to offer the class for your organization, we will deduct your registration fee from the cost of the first class you schedule.