

Better Business Writing: From Emails To Everything That Makes You Money

- 1. Define Goals of Class** – To tell the difference between good and bad business writing through actual examples: a sales letter through email, how writing can turn you from an annoying cold caller to a responsible salesperson following up, how to stop misunderstandings in business correspondence before they start.
- 2. Words Hurt...And Help** – Let's look at the power of certain words and the falseness of others. There's a difference between being formal and just plain cold. Being a good salesperson is talking to a person, not down to them!
- 3. Writing Is A Part Of The Sale (Not The Sale Itself)** – Yes, sometimes you will send a sales letter that will immediately garner the response, "Count me in for \$30,000", but most of the time it's just a start to the process. By looking at your letters in this healthy way, it will come across as a plus, instead of desperate.
- 4. Let's Create a Sales Letter Together** – We'll come up with a product we want to sell and a company we want to sell it to. We'll take it step by step, truly analyzing what each line is likely to mean to our potential client. Remember, it's not what you meant to say but what they *think* you meant that counts.
- 5. Email Is An Art** – This makes business relationships and kills others. We'll look at examples of emails that started arguments and those that stopped them in their tracks. Ever thought a client was mad at you and then when you got on the phone you realized they weren't? They're misunderstanding your emails, too—here's why!
- 6. Let's Make A Deal** – Email can be a fantastic paper trail for business deals, serving as legal documents. Ever had a handshake deal that a potential client went back on because they didn't remember or "conveniently" forgot? Maybe you even got into an argument over feeling lied to and it stopped your business relationship completely? I'll show you an email follow-up on the handshake deal which won't offend and will end "convenient" memory loss forever (and save relationships!).
- 7. Less Is More** – One of the biggest mistakes in business writing is a lack of brevity. Sure, there comes a time when thoroughness is king, but most of the time it's better to get a few points across than trying to sell them on everything. Here's how to prioritize and maximize your sales.
- 8. Make The Right Call** – Since we've learned throughout the course that emails and calls go hand-in-hand, let's do a call to look at how to enhance our well-written email as opposed to repeating it. Through practice we void the pitfalls which take you from a potential sale to a turned-off listener.
- 9. Close** – Review all points, do a quick lightning round quiz of key strategies and open up the course to Q & A.

