

Effective Email course

COURSE PLAYLIST: <https://www.youtube.com/playlist?list=PLzLHunnjEdX89UVNe8V-yB6BalpBJ9wrO>

NOTE: Open this PDF on a desktop or tablet for clickable links to the YouTube course playlist and other materials.

Keep your work email clear, concise, and effective with this five-part training. This free video course goes beyond questions of etiquette and tone to explain how you can also save time and get results with each email you send for your job.

We designed the course as a training for a range of clients who use email to advance strategic business needs—whether their organization is large or small, and whether their email is more for internal or external readers. These techniques can also help individual learners give themselves a competitive advantage as business communicators.

Workbook: *Effective Email workbook* (available on Amazon [in print](#) and [as an ebook](#))

Questions

(THE ANSWERS BEGIN ON PAGE 3.)

1. Which of these goals does NOT represent writing to inform?
 - A. Answer a question
 - B. Verify information
 - C. Request prompt action
 - D. Make your opinion known
2. Which of these questions does NOT represent writing to persuade?
 - A. Sell something
 - B. Ask for help
 - C. Answer a question
 - D. Request prompt action
3. Which sentences would probably NOT belong in a professional email?
 - A. “Welcome back, and I hope you’re feeling over your cold. We have a lot to catch up with. First, Lee announced at the meeting last week that he’s leaving the company.”
 - B. “By the way, I heard that your manager is thinking about leaving the company. His daughter told my daughter in gymnastics class.”
4. Which sentence is more focused?
 - A. “The manager made an offer to buy everyone coffee.”
 - B. “The manager offered to buy everyone coffee.”

5. Which sentence is more focused?
- A. "I believe this procedure will improve how reports are filed."
 - B. "My belief is that this procedure will make an improvement in the way that reports are filed."
6. Which sentence is more focused?
- A. "There was a problem that came up during the last meeting."
 - B. "A problem came up during the last meeting."
7. Which sentence features active language?
- A. "The design document has been completed by the team."
 - B. "The team has completed the design document."
8. Which sentence features specific language?
- A. "Ask the client to complete the paperwork in a timely manner."
 - B. "Ask the client to complete the new account application form within ten working days."
9. Which sentence would be easier for a general reader to understand?
- A. "We need to drill down and get all our ducks in a row for this project."
 - B. "We need to examine our options more carefully and come up with a careful plan for this project."
10. Which of these items would NOT belong in a list with the introductory statement, "We need to buy more of the following office supplies this week: ..."?
- A. More paper
 - B. Hand sanitizer
 - C. Sufficient time to reorganize the cabinets
 - D. Printer ink
11. If the following items appeared in a list, which one would show a breakdown in parallel formatting, compared to the others?
- A. more paper
 - B. hand sanitizer
 - C. We need printer ink.
 - D. masking tape

Answers

EACH CORRECT ANSWER IS IN BOLDFACE BELOW.

1. Which of these goals does NOT represent writing to inform?
 - A. Answer a question
 - B. Verify information
 - C. **Request prompt action**
 - D. Make your opinion known

2. Which of these questions does NOT represent writing to persuade?
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 - B. Ask for help
 - C. **Answer a question**
 - D. Request prompt action

3. Which sentences would probably NOT belong in a professional email?
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