

Jennifer Engle Speaking Topic Outline

Writing Winning Emails That Get Read

With hundreds of emails vying for our attentions each day, how do you make yours stand out from the crowds? This informative and interactive session will help participants learn the tips and tactics that will grab audience's attentions and encourage them to click, open and read their valuable missives! In addition, they'll critique examples of good and not so good email subject lines, plus take a crack at writing gems of their own.

In this enriching and non-threatening forum, participants will learn email dos and don'ts, including the best times to send emails, tips for writing captivating subject lines, as well as concise, compelling and grammatically correct copy, and the those little extras that support calls to action and encourage worldwide sharing.

Benefits

At the conclusion of this interactive session, participants will know

- the best days and times to send emails;
- recognize key buttons to hit to write subject lines that get clicked;
- the keys to writing interesting, concise copy that is grammatically correct; and
- when to use the little extras to enhance calls to action.

Program includes

- Lively PowerPoint presentation with audience participation
- Tip sheet at end of session
- Audience critique of email examples from today's inboxes
- Hands-on activity which involves participants in writing compelling email subject lines with feedback

Program Delivery Options

Optimum – 90 minute session for full benefits

Can be modified to Lunch 'n Learn or shorter 60-minute Conference/ Workshop session as well, without hands-on writing activity.

**Book
Jennifer
Engle
Today!**

Learn more about Jennifer Engle now at www.WomenCentric.net/Jennifer-Engle

For amazing results call 845-362-7880, or E/M us about your program needs: BookASpeaker@WomenCentric.net