

The essentials for writing better emails in English





The essentials for writing better emails in English
by Stephen Gowlett

Introduction: How to use the course

WRITE LIKE A PRO WITH THESE LESSONS



01

Introduction

How to use the course



COURSE CONTENT

There are four principal modules after the introduction plus a bonus module.

MODULE ONE:

Getting started

MODULE TWO:

the beginning of an email

MODULE THREE:

the middle of an email

MODULE FOUR:

the end of an email

BONUS MODULE:

additional tips and useful information



02 Introduction:

How to use the course

This is a self-study course

Modules and lessons are numbered
I recommend following the lessons in sequence
but you do have access all the material immediately
I may reference material from other lessons in advance





02 Introduction:

How to use the course

What you will find throughout the modules:

28 different lessons + 63 quiz questions

Tips and recommendations

Practice activities

Bonus material

Some lessons vary in length

Get yourself a notebook and take notes during the course.

Introduction

How to use the course



How the modules are set up:

Each module is broken into different sections with lessons that focus on each of those parts in detail.

Instruction
Information
Practice

How the material is presented

All lessons are presented by video slides or audio files
Slides and screenshots can be printed from the resources folders



03 Introduction:

How to use the course

Instruction and progress checking

I will explain how to deal with each activity and how to check your answers.

There will also be module quizzes and a final course quiz.

You can watch the videos or listen to the audio version of the lessons as many times as you like.

You can also find the transcripts in the resources folders

Let me know if you have any issues :)



Introduction: HOW TO USE THE COURSE



← Previous Lecture

Complete and continue →

0% COMPLETE

Module One Intro

- ▶ Module One Intro (0:43)
- ▶ Module One Lesson One: Setting out an email (2:50)
- ▶ Module One Lesson Two: The TRACE Checklist (3:01)
- ▶ Module One Lesson Three: TONE (4:33)
- 📄 RESOURCES LESSON 3
- ▶ Module One Lesson Four: REPETITION (6:10)
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- ▶ Module One Lesson 5: ACCURACY (11:43)
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- ▶ OUTRO for Module One (1:18)




Introduction: HOW TO USE THE COURSE

Navigation: [← Previous Lecture](#) | [Complete and continue →](#)

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The video player displays a man with a beard and dark hair, wearing a dark blue button-down shirt, speaking directly to the camera. The background is a blurred office or workshop setting. The text 'Module One' is overlaid on the left side of the video frame in a large, dark font, with two horizontal lines above and below it. A small Union Jack flag icon is visible in the bottom right corner of the video frame.


Introduction: HOW TO USE THE COURSE

Navigation bar: [← Previous Lecture](#) [Complete and continue →](#)

Progress: **0% COMPLETE**

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Introduction: HOW TO USE THE COURSE



← Previous Lecture

Complete and continue →

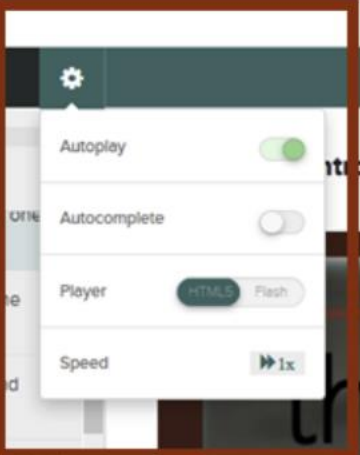
0% COMPLETE

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Introduction: HOW TO USE THE COURSE



A settings menu for a video player, highlighted with a red box. It contains the following options:

- Autoplay:
- Autocomplete:
- Player: HTML5 Flash
- Speed:

Complete and continue →

Introduction Video one

the essentials
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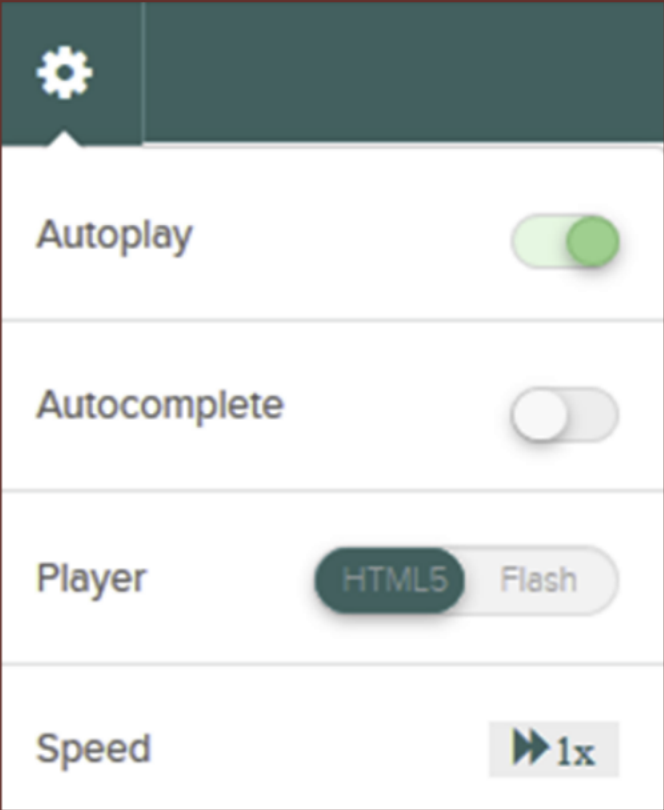


- 2% COMPLETE
- Course introduction video one (1:37)
- Introduction: How to use the course (2:24)
- Introduction: Consulting and Internet searches (3:05)
- OUTRO for the Introduction (0:53)
- Introduction Module Quiz

- Module One: Getting Started**
- Module One Intro (0:43)
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Introduction: HOW TO USE THE COURSE



A settings menu for a video player, displayed as a white panel with a dark green header. The header contains a white gear icon. The menu lists four settings: Autoplay (toggle on), Autocomplete (toggle off), Player (HTML5 selected, Flash available), and Speed (1x).

- Autoplay
- Autocomplete
- Player HTML5 Flash
- Speed ▶▶ 1x




Introduction: HOW TO USE THE COURSE

Navigation: [← Previous Lecture](#) [Complete and continue →](#)

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Introduction: HOW TO USE THE COURSE

The screenshot displays a course interface with a dark top navigation bar. On the left, a sidebar shows a progress bar at 2% complete and a list of course items. The main area features a video player with a man speaking and the text 'Module One' overlaid. The navigation bar includes a back arrow, a settings gear, a 'Previous Lecture' button (highlighted with a red box), and a 'Complete and continue' button with a right arrow.

Navigation: [← Previous Lecture](#) [Complete and continue →](#)

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Module One

Introduction: HOW TO USE THE COURSE

The screenshot displays a course player interface. At the top, there is a navigation bar with a back arrow, a settings gear, a "Previous Lecture" button (highlighted with a red box), and a "Complete and continue" button with a right arrow. Below the navigation bar, the video player shows a man with a beard speaking, with the text "Module One" overlaid on the screen. To the left of the video player is a vertical navigation menu with a list of course items, each preceded by a play button icon and a duration. The first item, "Module One Intro (0:43)", is highlighted with a blue background and a play button icon. The other items are listed below it.

Navigation bar: < Previous Lecture Complete and continue >

Video player: Module One

Navigation menu:

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