

KIM  
ARNOLD



# EMAIL ENGAGEMENT

THE WORLD'S #1 EMAIL WRITING TRAINING COURSE

---

License the programme to train all your staff in-house

# Executive overview

Email is one of the most powerful tools organisations have at their fingertips. It's also one of the most overlooked and undervalued.

**Email Engagement** is a 2-hour workshop that revolutionises the effectiveness of your employees' emails. It shows your teams how to turn their dry, transactional messages into energising engagement tools that build long-lasting relationships with clients, colleagues and stakeholders.

The world's #1 email writing training course, **Email Engagement** is brought to you by Kim Arnold Consulting and Training, global experts in communication. It's used by leading organisations around the world to learn how to write more effective and empathetic emails. As a result they:

- experience higher performing teams
- boost employee morale and engagement
- increase sales

- collaborate and communicate more successfully
- save time, money and effort

The **Email Engagement** Programme is offered as a 12-month in-company training license through Kim Arnold Consulting and Training. We train your trainers/managers so they can deliver the workshop in-house to your staff, as and when needed. We include ongoing development and support for all aspects of delivering and evaluating **Email Engagement**.

You can roll out the 2-hour workshop across your organisation to make sure each one of your employees – from your salespeople to your IT teams – writes emails that positively reflect your brand and your values. Engaging emails start here.

This is a global programme. We've worked worldwide with:

J.P.Morgan

accenture

SHEARMAN  
& STERLING

L O D

UBS

EVERSHEDS  
SUTHERLAND

AstraZeneca

CIFP CHILDREN'S  
INVESTMENT FUND  
FOUNDATION



## About this document

This licensing overview explains:

- The email opportunity overlooked by most organisations (Section 1)
- The Email Engagement licensing opportunity (Section 3)
- Benefits of being a Licensed Partner (Section 3)
- What's included in the license fee (Section 3)
- The investment and process for becoming a Licensed Partner (Section 3)

If, after reading this overview, you feel you're a good fit for becoming a Licensed Partner, please book on to our next trainer development at [kimarnold.co.uk/email-engagement](https://kimarnold.co.uk/email-engagement).

# Contents

1	<b>The untapped email opportunity</b>	5
	The training gap	7
	Introduction to the Email Engagement programme	9
2	<b>What is the Email Engagement workshop?</b>	10
	Who is it for?	11
	How your organisation can benefit	12
	What our clients say	13
	Content and outcomes of the workshop	14
3	<b>What's the licensing opportunity for our organisation?</b>	15
	Benefits for licensed partners	16
	Benefits for your teams	17
	How much does the license cost	18
	Trainer development process	19
	Getting started	22
	FAQs	23
4	<b>What key challenges does the programme address?</b>	25
	Build trust remotely	26
	Get in front of key stakeholders	27
	Win the war for talent	28
5	<b>About Email Engagement</b>	30

1

# The untapped email opportunity

# The untapped email opportunity

Emails are more than just messages. They are the mother tongue of organisations. Each one conveys who we are and what we stand for.

Emails reflect our values, drive our purpose and speak of how we work with others. They are the building blocks of trust, relationships, collaborative working and inclusion. They help us not only to get things done, but to do them in the right way.

Emails are the daily barometer of our environment, our empathy and our effectiveness. Each email drip feeds our story and our culture directly into the hands of our employees, our clients, our partners and our stakeholders.

Are your emails telling the right story?

‘Culture is built from every single interaction that takes place within the organisation – every email, every video call, every phone call.’

Leanne Wood, Chief HR Officer, Vodafone, as featured in Management Today



## The training gap

It's clear that email represents an enormous opportunity for organisations. The average professional spends on average 5 hours a day (around 6 years of their life!) on email and yet...

**...90% have never been taught how to write a good one.**

The last writing advice we received – probably at school or university – was likely focussed on essay writing. But an essay is a world away from an email, where we might need to get our point across to hundreds of different people in just a few sentences.

**The writing we've been trained for is not the writing we've ended up doing. Every. Single. Day.**

Have you ever trained your staff how to write a great email?

## The impact of this training gap?

- Frequent miscommunication
- Fractured relationships and conflict in teams
- Countless hours wasted chasing unanswered emails
- Lack of productivity
- Lost sales and revenues
- Frustrated or upset customers
- Difficulty attracting talent
- Poor employee engagement and morale
- Wasted time, money and effort
- Reputational damage

In fact, one survey estimates the cost of poor business writing (including emails) to be a staggering \$400 billion for US businesses.

'We rely on email to do a lot of heavy lifting: influencing internal stakeholders, getting in front of clients, selling in stories to journalists and more. But we realised most of us had never been taught how to write a persuasive email.'

Judith Green, Chief Communications and Executive Projects Officer, Eversheds Sutherland

'You wouldn't drive a car without getting lessons and a license. But here we are, spending hours and hours each day writing about important stuff to clients, staff and senior management, without any guidance at all. It's crazy. And it's dangerous.'

HR Director, Charitable Foundation

## Email is still the #1 communication tool

The number of global email users is set to grow to 4.48 billion by 2024<sup>1</sup>. With 86% of professionals preferring to use email when communicating for business purposes<sup>2</sup>, it's clear that email is here to stay for the foreseeable future.

The scarcity of face-to-face meetings means we rely on email more than ever to engage others – whether that's to motivate our teams, get in front of clients and prospects, build relationships from afar, stay competitive, win new business...the list goes on.

Are your staff getting the results they need from email every day?

Or is it left to chance?

<sup>1</sup> Email Statistics Report 2020-2024: Executive Summary – Radicati, 2020

<sup>2</sup> Hubspot 2020





## Introduction to the Email Engagement Programme

Email Engagement is a 2-hour workshop for all your staff, offered through a 12-month licensed programme. It is designed for organisations who are ready to transform email writing across their business.

Employees with the following background and skills can deliver the programme:

- Sales & account management
- Marketing & communications
- Legal & compliance
- IT
- Customer support
- HR
- Finance
- Procurement
- Graduate programmes
- Talent acquisition

## Organisations come to us because they:

- experience miscommunication or conflict with email
- don't get the results they need from their messages
- struggle to get a response and waste hours chasing people
- write emails that don't reflect the values you hold dear as an organisation
- might be held back by their writing inexperience

---

The Programme helps you harness the power of email engagement across your organisation so your staff can connect with their audience, inspire action and get more done.

---

# 2

## What is the Email Engagement workshop?

# What is the Email Engagement workshop?

This powerful 2-hour workshop has been successfully delivered to a wide range of teams, organisations and industries, both virtually and in-person.

## The workshop aims to:

- give your staff tried-and-tested techniques to write engaging emails that strengthen relationships and get results
- cement their email skills long-term, with practice and interactive exercises
- show them how to apply all their learning to different scenarios every day

## Who is it for?

All employees in your organisation who use email regularly for business purposes.

## What problems does it tackle?

This programme is ideal for your organisation if any of these sound familiar:

- *'We're fed up with email miscommunication – it's causing upset and it's terrible for team morale'*
- *'Clients and prospects just don't reply to our emails like they used to'*
- *'We haven't a clue how to engage our employees over email – no-one ever seems to read them'*
- *'Pointless email back-and-forths are wasting so much time and energy'*
- *'Sloppy, rushed emails are undermining our brand and our culture – it's embarrassing'*
- *'We just don't know how to write engaging emails – we've never focussed on it until now'*

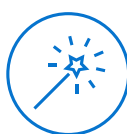
## How your organisation can benefit

From professional services and pharmaceutical to finance and third sector, organisations across different sectors and industries have experienced a wide range of benefits with Email Engagement.

Like them you can:



Experience more productive, higher performing teams



Unlock the potential of all employees regardless of their academic background



Make sure all emails reflect your values, mission and purpose



Embed inclusivity in everyday communication



Win more business



Differentiate your organisation from the competition



Increase customer satisfaction



Collaborate better across teams, projects and countries



Save time, money and effort



Build relationships and empathy from afar



Boost employee engagement and morale



Have better, more constructive conversations



## What our clients say

'The results have been palpable. We send punchier, more effective emails. We get faster, more frequent responses from stakeholders. And we're saving time and effort.'

**Judith Green**, Chief Communications and Executive Projects Officer, Eversheds Sutherland

We had two key challenges with our emails – getting through to customers with very busy schedules, and helping differentiate ourselves from the competition. Our emails now stand out and get opened and read more often by customers. Our reps have seen a big improvement in customer responses and engagement – which is what we were hoping for.

**Daniel Fougere**, National Sales Manager, AstraZeneca Canada

I have used the HEC method exclusively since reading your book and I've had 100% success rate in responses. And I am usually asking about the most mundane, annoying things because I'm a Chartered Secretary in a bank.

**Nicola Clargo**, Assistant Company Secretary, Canada Life UK

Used your tips this morning and got a meeting booked in less than 5 minutes! It works.

**Emmie Faust**, Board Adviser

## As featured in:

Forbes



BBC  
RADIO



HR



Graduate  
JOB Podcast



## Content of the workshop

The workshop tackles the biggest challenges most people face with writing emails. It breaks down the art of engaging email writing into simple steps, with a powerful framework that can be applied to writing any email. It covers:

1. The biggest and most common email saboteurs
2. The three simple steps to take before you write
3. Why conversational writing is the secret to engagement
4. Introduction to the HEC Hamburger Email Writing Technique
5. How to hook your reader with your first sentence
6. How to get your point across in just a few words
7. The 3 unconventional strategies to get people to do what you want
8. How to write irresistible subject lines to get your emails opened every time
9. The surprising words to avoid if you want a response

The workshop is flexible and can be delivered in different ways, e.g.:

- in-person or virtually
- as 2x 1 hour sessions
- as a half-day session
- as a quick-blast 45 minute session (with reduced scope)

## Outcomes for your organisation

The workshop tackles specific organisational challenges in an effective way so that you can:

- Help your staff engage and motivate others from afar
- Make sure all employees write more professional emails that reflect your brand and your values
- Help your teams build better relationships and avoid miscommunication
- Drive faster responses to every email
- Save time and effort every day

# 3

What's the licensing opportunity for our organisation?

# Your licensing opportunity

## Become an Email Engagement Licensed Partner

Becoming a Licensed Partner allows you to easily and successfully address the challenges that a hybrid workplace brings.

As an **Email Engagement** Licensed Partner you can:

- improve email communication across your organisation to increase effectiveness at all levels
- build expertise and competency within your teams to continually build on and drive a culture of expert written communication
- link with and share best practices with other leading organisations through our global license structure

The cost savings and flexible delivery of licensing are also significant:

- direct cost savings when you use internal staff to deliver our programme rather than bringing in external trainers/consultants
- provide in-house training and support onsite whenever needed – fitting in well with your staff's work patterns and routines

- your licensed in-house trainers can offer the programme and training on a non-limited basis internally – to as many staff as you wish without incurring any additional costs

## Benefits for Licensed Partners

As a Licensed Partner, you can build a workforce of skilled emailers who get what they need every time they hit send. After the programme they will be able to:

- persuade, engage and influence stakeholders
- have better conversations
- get people to jump into action
- move projects forward at lightning speed
- free up time to spend on more strategic work
- build beautiful relationships without ever meeting in person
- cut time spent on email, whilst getting better results
- never write 'As per my last email' again!



## A programme for all staff

This programme is delivered by your in-house trainers and department leads who want to help their internal teams harness the power of more engaging, effective and inclusive emails. Here are some of the benefits:



### Sales

- Book more meetings
- Get in front of more clients
- Differentiate yourself from the competition



### Account management

- Engage clients with your products and services
- Strengthen relationships from afar
- Move projects forward, faster



### Graduate programmes

- Ditch the emojis and write more professional emails
- Understand the expectations of email writing in the workplace
- Get the right balance between friendly and formal



### Marketing and communication

- Cut through the digital noise and connect with key stakeholders
- Boost attendance at events
- Ensure emails reflect your brand values



### Legal, Finance, Procurement and IT

- Explain complex information succinctly and clearly
- Avoid jargon and write in a way that connects
- Get faster responses to your requests



### Customer support

- Have difficult conversations more successfully
- Build relationships without meeting in person
- Get customers to take your desired next step



### HR

- Inspire and engage employees with energy and empathy
- Get people to reply faster with the information you need
- Write emails that reflect your organisation's values



### Talent acquisition

- Stand out from the competition
- Attract better talent
- Create instant connections with candidates



### Admin and support staff

- Deliver information concisely and compellingly
- Engage senior stakeholders
- Write professionally and persuasively

## How much does the license cost?

Our license fees are structured so that organisations can build teams of email experts within their organisations to cover all geographical locations and departments.

1 trainer/manager: £5000 + VAT (for smaller organisations)

2-3 trainers/managers: £10000 + VAT

4-5 trainers/managers: £15000 + VAT

6-9 trainers/managers: £20000 + VAT

10+ - Each additional trainer/manager: £2000 + VAT

Our license fees are structured so organisations can easily build global teams of email experts within their business to cover all geographical locations and departments. For large scale teams we can provide dedicated programmes on request.

We are based in the UK but are happy to offer prices in local currency.

Please contact [hello@email-engagement.com](mailto:hello@email-engagement.com) for charity/not-for-profit rates.

### Extras

We work internationally and are happy to offer the Programme materials in different languages, subject to translation fees. (Trainer development masterclasses are conducted in English.)

## What's included in the license fee?

The Licensed Programme consists of:

- Access to the **Email Engagement** 2-hour workshop to roll out internally in your organisation (see Section 4)
- Trainer development process to learn how to successfully deliver the workshop
- Trainer and delegate resources to ensure consistent and powerful rollout
- Ongoing support, feedback and monitoring
- Access to the **Email Engagement** global community of Licensed Partners

'The simple truth is that the success of our business over the next 5-10 years relies on how many of our emails get opened and answered.'

CEO, leading recruitment business

## The Email Engagement trainer development process

Our in-depth trainer development process allows your trainers/managers to become experts at delivering Email Engagement internally within your organisation.

Trainers must allocate a minimum of 20 hours for their development. The process is as follows:

### Nominate your trainers

- We work closely with your trainers/managers to make sure they have the right communication skills and experience to deliver the programme effectively.

### Trainer development masterclasses

- **Masterclass 1: Email Engagement – LIVE!**

Participants see Kim Arnold deliver the 2-hour Email Engagement workshop live to experience it first-hand. They receive unlimited access to the recording to familiarise themselves with the content and approach.

- **Masterclasses 2 & 3: Dynamic Delivery**

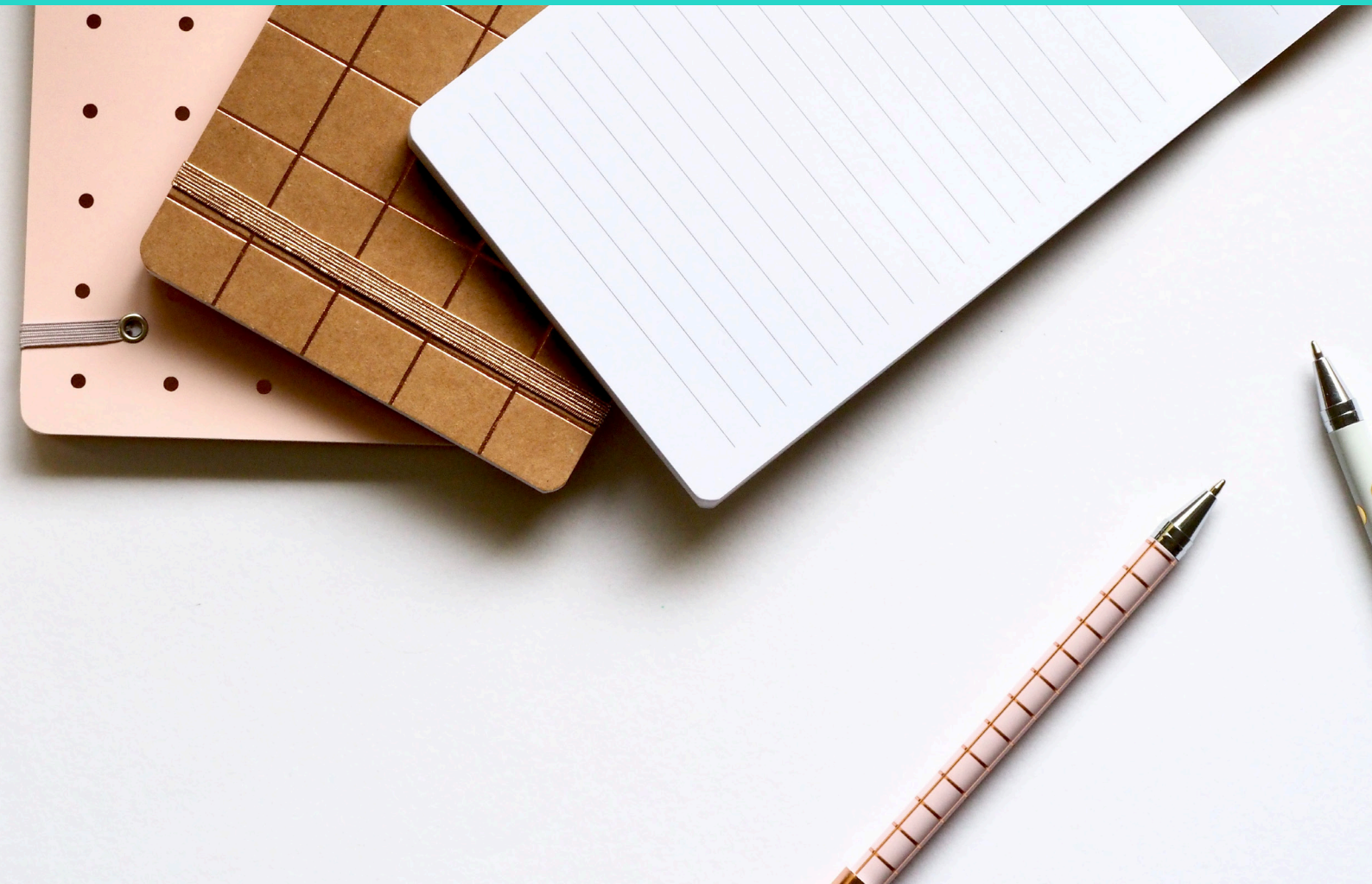
Participants practise delivering the workshop in groups under Kim Arnold's supervision. They mentor each other and give constructive feedback to hone their training style.

- **Masterclass 4: Roll Out For Results**

Participants plan how to roll out Email Engagement in their organisations and tailor it to their teams' needs (for example delivering it in person vs. online; reducing the length of the session for busy teams etc.) They also plan how to gather feedback and measure success.

### Certified Email Engagement licensed partners

- Participants leave the training development process as certified **Email Engagement** trainers. They have a clear plan for how to deliver **Email Engagement** internally and feel confident and comfortable with their next steps.



## Trainer and delegate resources

Our online portal contains a range of useful content to help you deliver Email Engagement successfully and consistently in your organisation.

The portal materials include:

- Step-by-step leader guide with timings and prompts
- Presentation ready slides
- Advice for how to conduct interactive exercises and handle questions
- Engagement strategies for in-person and virtual presentations
- Feedback and assessment tools
- Videos of Kim Arnold delivering the workshop
- Summary handout for delegates after the workshop



## Ongoing support, feedback and monitoring

We want to make sure **Email Engagement** has a long-lasting and positive impact on your organisation – your success is our success. So we also offer a range of different touchpoints for your **Email Engagement** trainers/managers to get the most from their license fee. This includes:

- A 60 minute call with us 8 weeks after your trainer development to
  - review the internal roll out of the Programme across your organisation
  - measure and review its results and impact so far
  - solidify its success in the future
- Trainers/managers provide a quarterly report to measure the effectiveness of the Programme and to identify any new challenges



## Access to the Email Engagement global community

We offer quarterly 60 minute Zoom calls with our international network of Licensed Partners to problem solve, share best practices and answer questions.

These informal and friendly calls are a fantastic opportunity to crowdsource further ideas for how to creatively deliver your Programme across your organisation.

## Getting started

1. You book your places for the **Email Engagement** In-Company Programme via the booking form at [kimarnold.co.uk/email-engagement](http://kimarnold.co.uk/email-engagement), confirming the number of places and dates you would like.
2. We confirm your desired dates and places are available.
3. We send you your licensing agreement and invoice.

(Please see [kimarnold.co.uk/email-engagement](http://kimarnold.co.uk/email-engagement) for the full schedule of dates.)

If you would like to talk about the Programme before you book, please email [hello@email-engagement.com](mailto:hello@email-engagement.com) to set up a call.





## FAQs

Is trainer development conducted online or in person?

We conduct trainer development masterclasses live via Zoom to make sure we can accommodate Licensed Partners from all over the world. This adds to the richness and diversity of the Programme.

Can our trainers watch recordings of the masterclasses instead of attending live?

No. Our trainer development is interactive so all participants must attend live.

How much time do trainers/managers need to dedicate to trainer development?

Trainers/managers should allow a minimum of 20 hours for the process.

What happens if one of our trainers leaves our organisation?

If a trainer/manager who's undergone trainer development leaves your organisation, their replacement can go through the process for free as part of your yearly license.

What's the duration of my license?

All licenses are for one year, effective from the start of your licensing agreement.

Can we customise Email Engagement for our organisation?

**Email Engagement** has been proven to deliver transformational value for organisations across the world.

Therefore, you can't insert additional modules, exercises, add or delete slides, or introduce concepts or techniques that conflict with the programme's core messaging and approach.

However, you will find areas within **Email Engagement** that encourage customisation based on your audience (e.g. sales, HR, finance). You'll learn where those areas are, and how to bring in your own examples and personality, and how to adapt the content without changing the proven effectiveness of the programme.

How do we address more specific email issues within our different departments?

The Advanced Module is designed to help you tackle more specific email challenges of different teams in your organisation – whether sales, marketing, legal, HR or any other team.

It builds on the core programme and allows you to link the programme to your existing organisational strategies and objectives e.g. EDI, talent acquisition, employee engagement etc.

### What can I expect from the Quarterly Licensed Partner calls?

These informal and friendly calls are a fantastic way for you to gather best practice email writing advice from a variety of organisations around the world. They are a community sharing platform for tackling specific email challenges, group problem solving and crowdsourcing ideas.

### What online support is included in the License fee?

As well as your trainer development, you get year-long access to our portal which contains a variety of materials to help you successfully deliver **Email Engagement** within your organisation. This includes:

- Step-by-step leader guide with timings and prompts
- Presentation ready slides
- Advice for how to conduct interactive exercises and handle questions
- Engagement strategies for in-person and virtual presentations
- Feedback and assessment tools
- Videos of Kim Arnold delivering the workshop
- Summary handout for participants after the workshop

### How do you help us measure the impact of Email Engagement and ensure its ongoing success?

Included in your License fees are templates for feedback and assessment tools as well as guidance for compiling quarterly impact reports.

You send these reports to us each quarter for review so together we can make sure the programme is delivering the desired impact for your organisation.

### Do all our trainers need to be in the same location?

Not at all. Training development is via Zoom to give you maximum flexibility. Consider building a team of email experts within your organisation to cover all your geographical locations, departments and specialities.

### What do staff receive when they attend an Email Engagement workshop?

Your trainers/managers will give them the Email Engagement 1-page toolkit to refer to every time they write an email.

As a Licensed Partner you can also buy Email Attraction (either as an e-book or signed hard copies) for your teams at a significant discount on the recommended retail price.

# 4

What key challenges  
does the programme  
address?

# What key challenges does the programme address?

The Email Engagement Programme helps you tackle some of the biggest challenges in communication today.

## Challenge #1: Thrive in a hybrid world

Hybrid working has put additional pressure on email to deliver results. With fewer face to face meetings, water cooler chats and incidental interactions, many more conversations need to happen over email.

Email is now a vital medium to help us establish ourselves as new employees, connect with clients and colleagues, and build relationships from scratch. However, most employees have never been taught how to do this successfully – we're newbies when it comes to writing to engage.

As a result, organisations are reporting difficulty with team communication and dynamics. New joiners in particular are finding it difficult to establish themselves and connect with their colleagues.

### What this means for you as a Licensed

**Partner:** Your staff need to be taught the fundamentals of effective and engaging email writing if they are to thrive in their careers and fulfil their potential to your organisation.

## Challenge #2: Build trust remotely

In a digital world, we have to work much harder to build trust than we have ever had to in-person. Our stakeholders are frequently forced to judge our intent and trustworthiness on just a few lines of our emails. Without body language or verbal cues to rely on, sometimes our emails are the only measure of our credibility.

But all too often our cut and paste emails - dashed off on autopilot in seconds and signed with an automated 'KR' - send all the wrong signals about our authenticity.

### What this means for you as a Licensed

**Partner:** Your people need to understand how to build trust via authentic and engaging emails. Ones that positively represent both their individual personal brands and the brand of your organisation.



### Challenge #3: Get in front of key stakeholders

During the 2020 lockdowns in the UK, organisations sent out on average 20% more emails. Our clients' inboxes are groaning, and only the most urgent or engaging emails can cut through the digital noise to get answered. Sales and marketing teams are struggling to get through to clients via email in the same way that they used to.

#### What this means for you as a Licensed Partner:

Your sales and marketing teams need new strategies if they are to stand out in your clients' and prospects inboxes. They need to understand how to be more persuasive and influential to get their messages opened, read and acted on.

'For years we've relied on face to face meetings with prospects and clients – and we're good at them. But these days we can't even get clients on the phone. We really struggle with writing engaging emails – we come across as stuffy and formal – which isn't us at all.'

Sales Representative,  
Recruitment Business

### Challenge #4: Consistent, professional emails for all

More junior members of your organisation will likely be more familiar with messaging and emojis than with more formal business communication. This can lead to mismatched expectations when it comes to email standards, with 'text speak' often being interpreted on email as unprofessional or overly familiar.

#### What this means for you as a Licensed Partner:

Every email sent from your organisation's inboxes communicates your standards and your values. Email training is insurance to protect your teams' and your organisation's internal and external brand.





## Challenge #5: Win the war for talent

Amidst 'The Great Resignation' of our times, organisations are having to work harder than ever to attract and retain great talent. Research suggests one in four workers are planning to change employers in 2022. Emails can be 'make or break' when it comes to a candidate's first impressions and their decision to join one organisation over another.

Engaging emails that convey warmth and inclusion are a powerful differentiator when it comes to attracting and hiring people with diverse backgrounds and experiences.

---

For every one hundred emails a recruiter sends, less than 18 will be opened, never mind read all the way through.

2021 Forbes article quoting Dr Selin Kudret, an Assistant Professor at Kingston Business School

---

### **What this means for you as a Licensed Partner:**

It's critical that emails sent to candidates are as compelling as possible, and that they reflect your organisation's stated values and differentiators.

## Challenge #6: Avoid reputational damage

We are sending more emails than ever, but often operating on autopilot, distracted by our phones, other messaging platforms and life in general. And (big and expensive) mistakes happen.

Email security firm Tessian found that one in five companies have lost customers as a result of mistakenly sending an email to the wrong person - 58% of employees admitted to doing this.

The reason? Distraction was cited as the main cause by 41% of those surveyed.

### What this means for you as a Licensed

**Partner:** Your employees need to urgently change their email mindset. Instead of 'firing out' 20 emails in an hour without a second's thought, they need to learn to treat email as the reputational make-or-break that it truly is.

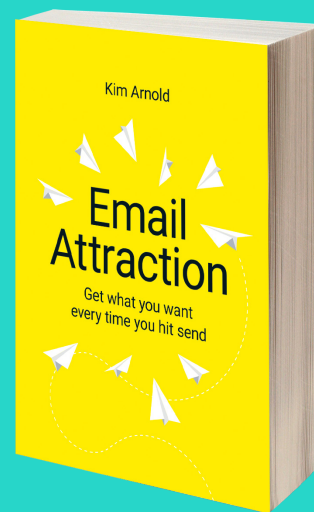
One US company suffered terrible consequences when an employee emailed her colleagues about a tricky customer, saying: "The wicked witch of the west is back on her broomstick. Which one of you wants to respond?" Unfortunately, the sender accidentally copied the customer. Despite the company's apologies and them firing the sender, they lost the customer's account, worth \$2 million, a huge blow to its reputation.

# 5

## About Email Engagement



# About Email Engagement



Hi – I'm Kim Arnold, founder of Email Engagement, and author of the best-selling book, Email Attraction.

Over the past 15 years, Kim Arnold Consulting and Training has helped many of the world's leading organisations – including FTSE 250 businesses, international banks, global law firms and more – transform the way they communicate to inspire action.

And time and again humble old email has been the biggest thorn in organisations' sides:

- 'How do we engage people remotely over email, in just a few lines?'
- 'How do we sound warm and human and not like a corporate robot?'
- 'How do we get people to reply first time instead of wasting hours writing 'Just a friendly reminder...'?'

With Email Engagement, we condensed all our email writing experience, tips and techniques into a practical and powerful workshop that you can deliver flexibly in-house.

The Email Engagement Programme will change the way your staff think about email forever.

It's designed to help your whole organisation write more engaging and effective emails.

And it's designed to get results.

