



# Sprucing up your standard letters

## Do you use a lot of standard letters? Do any of them still have the same wording and format from years ago?

Could they do with a facelift?

It can seem daunting to update all the standard letters you send, especially when they're in use all over the organisation.

We've got an effective way to help you create more positive letters that are quicker to read and easier to understand. Your new letters will save you and your readers time, effort and misunderstanding. And what's more they'll improve your image.

### How it works

We'll help you easily transform up to 50 of your standard letters by mentoring a group of your staff.

They'll work on 3-4 letters each - that way it's manageable for everyone, and those we train get to develop specialist skills. We'll give them the tools and confidence they need in a 1-day masterclass. We'll send them away to work on the standard letters then review their work in a follow-up seminar.

You'll end up with up to 50 sparkly new standard letters. You'll also have a team of in-house experts who can continue to use and share their skills!

### Benefits

- More reader-friendly letters: positive, clear and quicker to read
- More response when you're asking for actions
- Fewer queries and misunderstandings, saving you time
- More professional image for you and your organisation
- Consistent letter styles across different teams
- Staff with new skills and confidence
- Knock-on improvements for other forms of written communication

### Value

The cost to update 50 of your standard letters is £4750 - this includes training for up to 15 staff, including materials. There's also an option for a further review stage.