

Fran Berman



Speaker ♦ Author

Business Writing

Customer Service

Productivity

Change

“Thank you for a dynamic, information packed keynote...The audience rated you 9.3, one of the highest we’ve ever had...We look forward to having you back for future events.”

Joe Novak
Rental Industry Association

Tailored to Your Audience

Keynotes
Break-out Sessions
Half- and Full-day Seminars

E-Mail Mastery: How to Manage Your E-Mail

“Either write things worth reading, or do things worth writing.”
– Benjamin Franklin

Every organization needs a clearly communicated e-mail policy. In July 2000, Dow Chemical fired 50 employees for wrongful use of e-mail. Do your people send e-mails that may cause legal problems?

Protect your bottom line. How much time is wasted reading and sending jokes, stories, and chain letters? Is e-mail treated as business correspondence or casual conversation? Calculate your costs of e-mail mismanagement and determine what you’ll do about it.

Controlling costs is not enough. Building the business and using e-mail productively are vital to long term success.

- ♦ Pull in more business with e-mail marketing
- ♦ Reach important contacts regularly and often
- ♦ Deliver your messages so that they will be read
- ♦ Set e-mail policy that everyone follows
- ♦ Manage e-mail effectively for maximum impact and productivity
- ♦ Make e-mail a valuable tool, not a time-wasting annoyance

Time is money. Everyone will maximize e-mail with this “must attend” program.

Contact us today to reserve Fran Berman for your next event.



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