

Section 1

#1: Opening paragraph (greeting through to "...sustainability jobs to this day")

Strengths:

- You've included relevant background information by mentioning the previous connection about carbon footprint assessment services
- Your opening shows politeness by thanking the CEO

Repetitive phrasing → Your opening uses the word "very" and "great" multiple times in just two sentences ("greatly made our great company", "very successful"). When you repeat the same words too often, your writing becomes less clear and professional. The phrase "a boost in our very successful sustainability jobs" is also unclear—what exactly do you mean by "sustainability jobs"? Try to be more specific about what improved in your company. Additionally, the sentence structure is confusing: "It has greatly made our great company...a boost" doesn't flow naturally.

Exemplar: *"Thank you for your previous interest in our carbon footprint assessment services. Your support has strengthened Brightfield Solutions' position in the sustainability sector."*

#2: Meeting request paragraph ("Our finally completed...time and date for our meeting together")

Strengths:

- You clearly state what you want—a 30-minute meeting
- You explain the purpose of the meeting (presenting a proposal)

Unclear purpose and excessive pleading → This paragraph contains phrases like "really, really helped us a lot" and "please, please, PLEASE" which make your request sound desperate rather than professional. You also don't explain what the "tailored proposal" is actually about, which makes it difficult for the CEO to understand why the meeting is urgent. The phrase "Anyways" is too casual for business communication. When writing to a busy CEO, you need to explain clearly what benefit they will gain from meeting with you, not just what you need from them.

Exemplar: *"I would like to request a 30-minute meeting to present a proposal for expanding our partnership in sustainability initiatives. Could you please indicate your availability via email?"*

#3: Scheduling paragraph ("Also I can even offer...sort out some more flexible scheduling options")

Strengths:

- You show willingness to be accommodating with scheduling
- You demonstrate forward-thinking by mentioning staff communication

Confusing structure and irrelevant details → This section jumps between different ideas without clear connections. You mention "very, very, very flexible scheduling options" (again using repetitive words), but then the paragraph shifts to talking about telling staff members and planning another meeting if options don't work out. These details about internal processes (how you'll communicate with your own staff) aren't relevant to the CEO. The paragraph also contradicts itself—you offer flexible scheduling but then specify an exact time and date (4:00pm 18th February) in the next paragraph. This makes your message confusing.

Exemplar: *"I can accommodate your schedule over the next two weeks. Please suggest a convenient time, or I'm happy to propose several options."*

■ Your letter needs significant work on clarity and professional tone. Right now, your main ideas get lost in repetitive phrases and unclear explanations. The biggest problem is that you don't clearly explain why the CEO should meet with you—what specific benefit or opportunity are you offering Green Earth Technologies? Your letter focuses too much on what you need ("help us", "tell me", "give us advice") rather than what you can offer them.

Additionally, your paragraphs jump between too many different topics. The third paragraph suddenly asks the CEO to give advice to your staff and mentions a "shout out"—these ideas don't belong in a meeting request letter. Focus each paragraph on one clear point. Also, remove the repetitive words like "very", "really", "great", and "quite"—using them multiple times in one sentence weakens your writing instead of strengthening it.

Your closing paragraph with the specific date and time contradicts your earlier emphasis on flexibility, and the warning "Try your very best not to be late" sounds rude. Remember, you're asking someone for their time, so maintain a respectful tone throughout. Consider restructuring your letter into three clear sections: (1) brief reminder of your connection, (2) specific meeting request with clear purpose, and (3) proposed times. Remove any information that doesn't directly support these three points.

Overall Score: 38/50

Section 2

Dear CEO of Green Earth Technologies,

~~#1 Subject: I need a meeting with you quite urgently~~ [Subject: Request for Meeting Regarding Partnership Proposal]

~~I thank you for your previous interest in our carbon footprint assessment services. It has greatly made our great company, Brightfield Solutions, a boost in our very successful sustainability jobs to this day. [Thank you for your previous interest in our carbon footprint assessment services. Your support has significantly strengthened Brightfield Solutions' position in the sustainability sector.] My company saw a pretty brief study of a very recent successful project at a very similar company, From Dull To Bright. [Our team recently reviewed a successful project at a similar organisation, From Dull To Bright.]~~

~~#2 Our finally completed carbon footprint assessments have really, really helped us a lot, all thanks to you. Anyways, may I please request a 30 minute meeting with just me and you? [The completed carbon footprint assessments have proven valuable to our operations. I would like to request a 30-minute meeting with you.] This is for me to present an important tailored proposal to you. [This would allow me to present a tailored proposal regarding our continued partnership.] If you can, please, please, PLEASE tell me through the email so that I know. [Please confirm your availability via email.] Also, try to email me as soon as possible so that I can plan the time and date for our meeting together. [An early response would help me arrange the meeting at a mutually convenient time.]~~

~~You could also help us a lot by letting every single one of all our staff know about more and more advice for our company so that more people come to Brightfield Solutions, as I probably already~~

~~mentioned, our company. [Your insights on industry best practices would be valuable to our team at Brightfield Solutions.] You will definitely help us a lot and if you do give us advice, I may even give a shout out to your Green Earth Technologies to help you with your own company. [Such collaboration would benefit both our organisations.]~~

~~#3 Also I can even offer you a lot of very, very, very flexible scheduling options in the next very near 2 weeks. [I can offer flexible scheduling options over the next two weeks.] We can arrange and suggest some very good options for our 30 minute meeting later on in the month. [We can arrange suitable times for our 30-minute meeting.] These schedules should be good enough to run both of our companies and flexible enough to be able to help customers and yourself at the same time. [These options would accommodate both of our business commitments.]~~

~~Once we are finished with the quite flexible scheduling options, then we will have to tell all our staff members about them and how these very flexible options will work out. If the options work out well, we will keep on sticking to it. If not, we can always plan another meeting and sort out some more flexible scheduling options. It will definitely, surely work out soon and I'm sure we will never fail. [I am confident we can find a suitable time to meet.]~~

~~I have got an idea for the first meeting time and date, 4.00pm 18th February this year. [I propose 4:00pm on 18th February as a potential meeting time.] Try your very best not to be late, otherwise, you can just tell me by email. [Please let me know if this suits your schedule or if you would prefer an alternative time.]~~

Yours Sincerely,

Amber W