

Section 1

#1: Opening paragraph (greeting through mentioning eco-footprint assessment services)

Strengths:

- You include helpful background information by mentioning when the CEO first showed interest in your services
- Your opening is polite and friendly, which helps create a welcoming tone

Inconsistent company naming → Throughout your letter, you write the company name as "Green Earh Technologies" in the recipient line, but this appears to be a spelling mistake. You need to double-check the correct spelling of your potential client's company name, as getting this wrong makes a poor first impression and suggests carelessness.

Exemplar: *To: CEO of Green Earth Technologies*

#2: Second paragraph (EcoBuild Manufacturing case study)

Strengths:

- You provide specific numbers (28% reduction) which makes your claims more believable
- You mention multiple benefits (cost savings, improved image) rather than just one

Vague language weakens credibility → You use phrases like "desperately wanted" and "better and smarter ways" which sound too casual and don't give clear information. Professional writing should be specific. Instead of saying they "desperately wanted to lower their pollution greenhouse gasses," you could explain what their actual starting point was and what specific problems they faced.

Exemplar: *EcoBuild Manufacturing aimed to reduce their carbon emissions by 30% within two years and improve energy efficiency across their production facilities.*

#3: Meeting scheduling section (listing available times)

Strengths:

- You offer multiple time options, showing flexibility
- You clearly state you're willing to meet in person or online

Unclear pronoun reference → In your closing paragraph, you write "I am indeed very confident that together, we can reach its eco-friendly approached goals." The word "its" is confusing here because readers won't know what "its" refers to. You probably mean Green Earth Technologies' goals, but you need to state this clearly to avoid confusion.

Exemplar: *I am confident that together, we can help Green Earth Technologies reach its environmental goals and make a positive impact.*

■ Your letter includes several helpful elements that make it work as a business proposal. You've included a real example from another company, which helps the CEO understand what you offer. You've also made it easy for them to respond by giving specific meeting times and contact information.

However, your writing would be stronger if you focused on being more specific throughout. When you describe what happened with EcoBuild Manufacturing, add more details about their actual situation and the exact steps you took. For instance, instead of saying you "studied their operations," explain what kind of data you collected or what parts of their business you examined.

Your second-to-last paragraph could be shortened significantly. You spend several sentences on scheduling when one or two would be enough. Additionally, the phrase "to explain this idea even better" in paragraph three is unclear—you haven't fully explained the idea yet, so you can't explain it "better." Simply state that you'd like to present a tailored plan.

Also, look carefully at your third paragraph where you mention "the recent green practices report." If you're referring to a specific report published by Green Earth Technologies, this works well. If not, remove this reference as it may confuse the reader. Your writing should show you've researched their company, but only mention specific documents if you've actually seen them.

Finally, watch your sentence structure throughout. Some sentences try to say too many things at once, making them difficult to follow. Break longer sentences into two shorter ones when you're presenting multiple ideas.

Overall Score: 42/50

Section 2

~~To: CEO of Green Earth Technologies~~ [To: CEO of Green Earth Technologies] **#1**

~~My Subject~~ [Subject]: Helping Green Earth Technologies Become More Sustainable

Dear CEO,

I hope you are doing well. My name is Shaista and I am the Marketing Manager at Brightfield Solutions. Around 3 months ago, you showed interest in our ~~Eco-footprint~~ [eco-footprint] assessment services, which help companies understand and reduce their environmental impact. I am writing to connect and share how our services can help your company reach its ~~green plans~~ [sustainability goals].

Recently, we worked with **#2** EcoBuild Manufacturing, a company ~~just like~~ [similar to] Green Earth Technologies. They ~~desperately wanted to lower their pollution greenhouse gasses~~ [aimed to reduce their greenhouse gas emissions] and find ~~better and smarter~~ [more efficient] ways to save energy. After we ~~studied~~ [assessed] their operations and energy use, we created a plan that helped them cut their ~~pollution footprint~~ [carbon footprint] by 28% in only one year. EcoBuild also saved money on energy bills and improved their ~~image for being environmentally friendly~~ [reputation as an environmentally responsible company]. Their success ~~shows~~ [demonstrates] that making small, smart changes can bring significant results for both the planet and ~~our~~ [your] business.

I believe Green Earth Technologies can achieve similar or even better results. Based on your company's recent green practices report, I can already see areas where improvements ~~we make~~ [could make big differences and bring great benefits] [could deliver substantial environmental and financial benefits]. This will help your team lower greenhouse ~~gasses~~ [gases], reduce expenses, and strengthen your company's role as a leader in environmentally friendly technology.

~~To explain this idea even better~~ [To discuss this opportunity further], I would love to set up a 30-minute meeting to present a tailored plan designed specifically for your company. During this meeting, I will show how our ~~plan~~ [approach] can help you reach your goals faster and more efficiently.



Here are a few possible times ~~for the meeting I can make~~ [I have available] over the next two weeks: **#3**

- Wednesday, October 16, between 10:00 AM and 1:00 PM • Monday, October 21, between 2:00 PM and 4:30 PM • Thursday, October 24, any time before noon

If these times do not suit you, please let me know when you are ~~free~~ [available]. I am happy to adjust to your schedule. We can meet in person or online through Zoom, Google Meet or Teams, whichever is most convenient.

Thank you for your time and interest in Brightfield Solutions. I am ~~indeed very~~ confident that together, we can ~~reach its eco-friendly approached goals~~ [help Green Earth Technologies reach its environmental goals] and make a positive impact on the environment.

Warm regards,

Shaista Marketing Manager | Brightfield Solutions  ~~My email to contact me is:~~ [Email:] shaista@brightfieldsolutions.com  ~~phone~~ [Phone]: (02) 4567 8920