

Section 1:

#1: Opening and reconnection paragraph

Strengths:

- You've clearly identified yourself and your company's purpose right at the beginning, which helps Mrs Reynold understand the context immediately.
- Your mention of the three-month timeframe shows awareness of the gap in communication, which demonstrates professionalism.

Awkward phrasing and unclear meaning → Your second paragraph contains several phrases that make it difficult to understand your message. The phrase "This email is sent to you to reconnect your earlier interest" is grammatically unclear—you cannot "reconnect" an interest; you reconnect with a person. Additionally, when you write "you mentioned that Green Earth Technologies was exploring new opportunities to strengthen its performance," this is extremely vague. What kind of performance? Financial? Environmental? Operational? This lack of specificity makes it hard for Mrs Reynold to remember the conversation or understand why she should care about your message now.

Exemplar: *"I'm writing to follow up on your interest in our carbon footprint assessment services. When we spoke three months ago, you mentioned Green Earth Technologies was exploring ways to reduce emissions and improve sustainability performance."*

#2: Case study paragraph (EcoLife Manufacturing)

Strengths:

- Your results are impressive and specific—36% emissions reduction and 21% drop in energy costs are strong figures that demonstrate real value.
- You've included an additional benefit beyond environmental metrics (securing partnerships with major retailers), which shows you understand business outcomes matter alongside sustainability goals.

Missing context and credibility concerns → Your case study raises questions that weaken its persuasive power. You mention EcoLife achieved these results "within 2 months," but such dramatic

reductions in such a short timeframe might seem unrealistic to an experienced CEO. Most carbon reduction initiatives take longer to show results, so this claim might make Mrs Reynold sceptical rather than impressed. Additionally, you don't explain what made EcoLife similar to Green Earth Technologies—you only say they faced "similar challenges in identifying hidden emission sources," but you never told us that this was Green Earth's challenge. Without establishing that connection first, the case study feels randomly chosen rather than strategically relevant.

Exemplar: *"Like Green Earth Technologies, EcoLife Manufacturing operates in the industrial sector and struggled to track emissions across their complex supply chain. After implementing our six-month carbon assessment programme, they achieved a 36% reduction in total emissions and a 21% decrease in energy costs."*

#3: Meeting scheduling section

Strengths:

- You've provided three specific time options, which makes it easier for Mrs Reynold to choose rather than having to suggest times herself.
- Your willingness to adjust shows flexibility and respect for her schedule.

Inappropriate timing choices → The times you've offered are problematic for professional meetings. Suggesting Friday evening from 5:30 pm to 7:00 pm asks Mrs Reynold to stay late after normal business hours or meet during personal time. Similarly, the extremely specific times like "10:45 am" or "4:50 pm" seem oddly precise and might appear unprofessional. Business meetings typically start on the hour or half-hour (10:00 am, 10:30 am, 2:00 pm, etc.). Your scheduling options suggest you're fitting her into gaps in your calendar rather than offering times that work well for her as a busy executive.

Exemplar: *"I have three time slots available: Tuesday, 22 October at 10:00 AM; Wednesday, 23 October at 2:00 PM; or Friday, 25 October at 11:00 AM."*

■ Your email demonstrates effort to include all the required elements, but it needs significant improvement in clarity and professionalism. The biggest issue throughout your writing is awkward phrasing that makes your message harder to understand than it should be. Sentences like "This email is sent to you to reconnect your earlier interest" and "help prepare for the next potential steps" use

incorrect grammar or unusual word choices that distract from your message. Before sending professional emails, try reading them aloud—this often helps you catch phrases that sound unnatural.

Your case study about EcoLife Manufacturing has good numerical results, but you haven't connected it clearly to Mrs Reynold's situation. Think about this: why should she care about EcoLife's success? You need to show her that their challenges match her challenges, and their results preview what she could achieve. Right now, the case study feels like information you're sharing because the assignment required it, not because it genuinely relates to Green Earth Technologies.

The follow-up statement near the end—"If I don't receive another email by the end of the next week, I'll ensure that this message has reached you"—creates confusion. What does "ensure that this message has reached you" mean? Will you call? Send another email? This phrase is vague and also sounds slightly pushy, as though you're warning her you'll chase her down if she doesn't respond. Professional emails should make it easy for people to respond but shouldn't pressure them.

Your closing paragraph tries to be inspirational with language about "a more sustainable, cost-efficient future where there are more and more reduced carbon emissions in our world," but this becomes too broad and wordy. Mrs Reynold is interested in what you can do for her company specifically, not in general statements about the world's future. Keep your focus tight on the practical benefits you can deliver to Green Earth Technologies.

Think about restructuring your email to follow this pattern: greeting, immediate purpose statement, brief reminder of previous conversation, relevant case study with clear connection to her company, meeting request with appropriate times, and brief closing. This structure respects busy executives' time by getting to the point quickly whilst still providing the necessary supporting information.

Score: 40/50

Section 2:

Subject: Meeting Request: Tailored Carbon Footprint Assessment Proposal for Green Earth Technologies

Dear Mrs. Reynold,

I hope that your company is doing well. My name is Felix Ma, and I'm the Marketing Manager at Brightfield Solutions. Our goal is to help ~~organizations~~ **[organisations]** measure and reduce their environmental impact.

~~#1 This email is sent to you to reconnect your earlier interest in our current carbon footprint assessment services.~~ **[I'm writing to follow up on your earlier interest in our carbon footprint assessment services.]** When we spoke last time, which was approximately three months ago, you mentioned that Green Earth Technologies was exploring new opportunities to strengthen its ~~performance~~ **[sustainability performance]**. Ever since that conversation ~~that we had~~ **[we had]**, our team has achieved several ~~big successes~~ **[significant successes]** that I believe can help with your ~~goal right now~~ **[goals]**.

~~#2~~ For example, earlier this year we partnered with a company called, EcoLife Manufacturing, a company facing similar challenges in identifying hidden emission sources. Through our ~~deep research and other sources~~ **[comprehensive carbon footprint assessment]**, EcoLife ~~had~~ achieved a 36% reduction in ~~the~~ total emissions and an ~~amazing~~ 21% drop in energy costs within ~~2~~ **[six]** months. Moreover, they also enhanced their brand's ESG credibility, helping them secure new partnerships, which ~~includes~~ **[included]** two major retailers.

Given Green Earth Technologies' strong dedication to ~~sustain a good standard of~~ **[sustainability and]** innovation, I believe a ~~custom-tailored~~ **[customised]** carbon assessment proposal can ~~really help with~~ **[equally]** providing strong results for your company. Our team blends data and lifecycle evaluation tools, to deliver a measurable ~~reduction~~ **[reductions]** in carbon emissions ~~while still supporting~~ **[whilst supporting]** your business objectives.

~~#3~~ I would ~~really~~ appreciate the opportunity to ~~organise~~ **[schedule]** a thirty-[-]minute meeting to present this custom **[customised]** proposal for your organization **[organisation]**, discuss your current initiatives, and help prepare for the next potential steps **[explore potential next steps]**. To make the meeting time convenient, I'm available at the following times in the next two weeks.[:]

● ~~Friday, Oct 18 between 5:30 pm - 7:00 pm~~ **[Tuesday, 22 October at 10:00 AM]** ● ~~Monday, Oct 21 between 10:45 am - 2:30 pm~~ **[Wednesday, 23 October at 2:00 PM]** ● ~~Thursday, Oct 24 between 4:50 pm - 6:30 pm~~ **[Friday, 25 October at 11:00 AM]**

If these times don't fit your schedule, please feel free to suggest ~~more~~ **[alternative]** options, as I will be more than happy to adjust.

~~If I don't receive another email by the end of the next week, I'll ensure that this message has reached you and whether I should send another email at a more convenient time.~~ **[I'll follow up early next week if I haven't heard from you, in case this message didn't reach you.]**

Thanks again for your earlier interest in Brightfield Solutions. I am looking forward to helping Green Earth Technologies not only to track its carbon footprint more efficiently but also to accelerate its path toward a more sustainable, cost-efficient future ~~where there are more and more reduced carbon emissions in our world.~~

Warm regards,

Felix Ma

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