

Section 1:

#1: Opening paragraphStrengths:

- You clearly state the purpose of your email early on, which helps the reader understand why you're writing.
- You show concern for an important environmental issue.

Vague Salutation and Missing Context → Your greeting "Dear ECO companies" is too general and doesn't address a specific person or company. The prompt requires you to write to the CEO of Green Earth Technologies, mentioning their previous interest in your carbon footprint assessment services from three months ago. Without this information, the reader won't know who you are, why you're contacting them, or what relationship you have with them. Professional business emails always include specific names and reference previous conversations to build trust and context.

Exemplar: *"Dear [CEO Name], I hope this email finds you well. I'm writing to follow up on our conversation three months ago regarding Brightfield Solutions' carbon footprint assessment services for Green Earth Technologies."*

#2: Middle paragraphs (reasons about rubbish and animals)Strengths:

- You attempt to provide reasons and evidence to support your points.
- You show enthusiasm for protecting the environment and wildlife.

Lack of Relevant Business Content → Your paragraphs discuss general environmental problems like rubbish in landfills, extinct animals, and space debris, but these topics don't connect to what a marketing manager at a sustainability consulting firm would discuss with a potential client. The prompt asks you to share a brief case study of a recent successful project with a similar company and explain how your services can help their business. Instead of talking about general environmental issues, you need to explain what specific solutions your company offers and provide an example of how you've helped another business reduce their carbon footprint.

Exemplar: *"Recently, we worked with TechGreen Industries, a company similar to yours in size and sector. Through our carbon footprint assessment, we helped them reduce emissions by 35% within six months, resulting in cost savings of \$200,000 annually."*

#3: Closing paragraphStrengths:

- You attempt to summarise your main points.
- You include a call to action by saying "start one now."

Missing Meeting Request and Professional Closing → Your ending doesn't request a specific 30-minute meeting or offer flexible scheduling options in the next two weeks, which the prompt requires. Professional business emails need clear next steps, specific time suggestions, and a proper formal closing. Phrases like "start one now" are too casual and unclear. The reader needs to know exactly what action you want them to take, when you're available to meet, and how they can respond to schedule the meeting.

Exemplar: *"I would appreciate the opportunity to present a tailored proposal for Green Earth Technologies in a 30-minute meeting. I'm available next week on Tuesday, Wednesday, or Friday afternoons, or any time the following week that suits your schedule. Please let me know what works best for you."*

■ Your writing shows you care about environmental issues, which is positive. However, your piece doesn't match the requirements of a professional business email from a marketing manager to a potential client. The main challenge is that you've written about general environmental problems instead of focusing on your company's specific services and how they can help the client's business.

To improve the substance of your writing, you need to think about what information a business person would want to know. They want to understand what your company does, how you've helped similar companies, and why meeting with you would benefit their business. Additionally, you should organise your email with a clear structure: greeting with the person's name, reminder of previous contact, brief case study example, specific meeting request with dates and times, and professional closing.

Your current writing jumps between many different topics like animals, space rockets, and air pollution without connecting them to business solutions. Instead, focus on one clear message: explaining your carbon footprint assessment services and providing concrete evidence of success. Furthermore, check that every paragraph relates directly to convincing this CEO to meet with you. Ask yourself: "Does this

information help show why our company can solve their sustainability challenges?" If the answer is no, that content should be removed or rewritten.

Score: 38/50

Section 2:

~~Dear ECO companies~~ [Dear Ms Sarah Chen, CEO of Green Earth Technologies],

~~Let's arrange meeting~~ [I hope this email finds you well. I am writing to follow up on your enquiry three months ago regarding Brightfield Solutions' carbon footprint assessment services. I would like to arrange a meeting] about ~~sustainability for earth~~ [how we can support Green Earth Technologies' sustainability goals]. ~~Earth has been full of rubbish for many years, and we should stop it from getting worse by reducing rubbish thrown into landfill bins.~~

~~This is why we need to keep the earth clean. The number 1 reason if because if we keep doing that then we would not keep the animals going long before someone of them gone extinct. Studies have shown that lots of species of the world already gone extinct, now we have only 4 percent of them left! [#1~~ Since our initial conversation, Brightfield Solutions has successfully completed a comprehensive carbon footprint assessment for EcoTech Manufacturing, a mid-sized technology company with similar operational challenges to Green Earth Technologies. Through our tailored sustainability strategy, EcoTech reduced their carbon emissions by 35% within six months, achieving annual cost savings of \$180,000 through improved energy efficiency and waste reduction initiatives. Their sustainable practices also enhanced their brand reputation, resulting in three new major client partnerships.]

~~We could do one thing to prevent this from happening is by supporting our rubbish. There are someone people who is very tired, and when the recycling bin is farther the rubbish bin they decided to throw rubbish into the wrong bin. But they were being lazy and not doing the right thing. But scientists can use a method to bring the animals back. [#2~~ I believe Brightfield Solutions can deliver similar results for Green Earth Technologies. Our carbon footprint assessment service includes comprehensive analysis of your operations, identification of emission reduction opportunities, development of actionable sustainability strategies, and ongoing support during implementation. We specialise in helping technology companies transition to sustainable practices whilst maintaining profitability and operational efficiency.]

~~Additionally, we need to keep the space clean for rockets in NASA because if we launch rockets and they hit the scraps metals that we thrown into space can cause a massive disturbance because if the rocket get scraped then the rocket will probably brake down. Then astronauts will be trapped in space forever until another rocket comes to save them but if they touch the scraps then they will be stuck too.~~

~~Last but not least, if we stop throwing rubbish a factoids do not usually work then we might have chances to live longer because of gas and air style all around the world. If the air was cleaner or there was no junk then the sky would be just fine. At some countries the skies are black like china, and busy crowed cities. So I assume that we need to fix this right now, because of animals being extinct, can damage rockets, and can give us a longer life. Most studies shown that we should get a longer life because there is no rubbish.~~ [#3 I would appreciate the opportunity to present a tailored proposal for Green Earth Technologies in a 30-minute meeting. I am available for a virtual or in-person meeting during the following times over the next two weeks: Tuesday 15th October (2:00-5:00 PM), Wednesday 16th October (10:00 AM-12:00 PM), Friday 18th October (any time), or Monday through Thursday of the following week (afternoons preferred). However, I am happy to accommodate your schedule if these times do not suit.]

~~So start one now~~ [Please let me know which date and time works best for you, and I will send a calendar invitation immediately. I look forward to discussing how Brightfield Solutions can support Green Earth Technologies' sustainability objectives.]

~~Jayden Kong, Sincerely~~ [Kind regards,]

[Jayden Kong] [Marketing Manager] [Brightfield Solutions]