

Section 1:

#1: Opening two paragraphs

Strengths:

- You address the CEO by name, which makes your email professional and personal.
- You mention their previous interest in carbon footprint assessment services, which connects to past communication.

Repetitive Content → Your first two paragraphs say very similar things about requesting a meeting and mentioning previous interest. The phrase "we have noticed your previous interest" appears in both the first and second paragraphs, which makes your writing feel like it's going in circles rather than moving forward with new information. In professional emails, each paragraph should add something new and important. The second paragraph doesn't give any fresh details—it just repeats what you've already said, wasting valuable space that could be used to share the case study example the prompt requires.

Exemplar: *"I hope this email finds you well. I'm writing to follow up on your enquiry three months ago about our carbon footprint assessment services. Since then, we've completed an exciting project that I believe would interest Green Earth Technologies."*

#2: Middle paragraph (about previous projects)

Strengths:

- You attempt to show the benefits of working with your company by mentioning increased profits and production rates.
- You show confidence in taking responsibility if things don't work well.

Vague and Unconvincing Evidence → Your paragraph mentions that "profit and production rates rise dramatically" but doesn't provide specific numbers, company names, or real details that would convince a busy CEO to meet with you. The prompt asks for a brief case study of a recent successful project with a similar company, but phrases like "many people" and "rise dramatically" are too general and don't prove your company's value. Additionally, the sentence about taking "full responsibility" if

things don't go to plan sounds negative and might make the reader worry rather than feel confident. Business emails should focus on success stories with concrete facts like percentages, dollar amounts, and timeframes.

Exemplar: *"Recently, we partnered with EcoTech Industries, a technology company of similar size to Green Earth Technologies. Our carbon footprint assessment helped them reduce emissions by 40% in eight months, saving \$250,000 annually in energy costs whilst improving their market reputation."*

#3: Final three paragraphs (about scheduling)

Strengths:

- You provide contact information, which makes it easy for the reader to respond.
- You include both phone and email options for communication.

Overly Repetitive Scheduling Information → Your last three paragraphs repeat the same message about being available and flexible at least six times: "flexible schedule," "available at any time," "always available," "any time you like," "available at any given time," and "don't feel pressured as we are flexible." This repetition takes up too much space and doesn't offer the specific scheduling options the prompt requires. Instead of saying you're available "any time," professional emails should suggest concrete dates and time slots (for example: "Tuesday 15th October at 2:00 PM or Thursday 17th October at 10:00 AM"). This makes it easier for the busy CEO to quickly pick a time rather than having to think of options themselves.

Exemplar: *"I would appreciate a 30-minute meeting to present our tailored proposal. Would either Tuesday 15th October (2:00-4:00 PM), Wednesday 16th October (10:00 AM-12:00 PM), or Friday 18th October (any time) suit your schedule? I'm also available throughout the following week if these don't work for you."*

■ Your email shows you understand the basic structure of professional business communication, and you've included important elements like the recipient's name and contact details. However, your writing needs more specific, convincing information to persuade a CEO to meet with you.

The biggest area for improvement is reducing repetition and adding concrete details. You repeat the same ideas about availability and previous interest multiple times, but you never share the detailed case

study example that would actually convince someone to meet with you. Think about what information would be most valuable to a busy business leader—they want to know exactly how you've helped similar companies with real numbers and facts, not general statements about profits rising. Additionally, your paragraphs about being available take up nearly half your email, but they don't add much value after the first mention.

To strengthen the substance of your writing, replace the repeated phrases with one paragraph that lists specific meeting times. Then, use the extra space to add a detailed example of a successful project, including the company's name (you can make one up), the specific percentage of emissions reduced, the amount of money saved, and how long it took. Furthermore, organise your email so each paragraph has a clear purpose: introduce yourself and reference past contact, share the case study, request the meeting with specific times, and close professionally. This structure will make your email much more convincing and easier to read.

Score: 41/50

Section 2:

Dear Dr Eleanor Hayes,

~~Today I hope to request a short meeting with you in order to present our proposal to work with your company.~~ [#1 I hope this email finds you well. I am writing to follow up on your enquiry three months ago regarding our carbon footprint assessment services.] We've noticed your interest in our previous carbon footprint assessment ~~service~~ [services] and ~~we now like your contribution to our new project~~ [would like to present a tailored proposal for Green Earth Technologies]. We have a flexible schedule and are available ~~at any time~~ [for meetings] in the next two weeks. ~~Your contribution would be valuable and will decrease the time spent on project Green Earth greatly.~~

~~We have requested your contribution because we have noticed your previous interest in our carbon footprint assessments and hope our new project will appeal to you as much as our recent project has to you.~~

~~During previous projects, we have worked with many people and we've noticed profit and production rates rise dramatically. This shows how valuable our clients are and how much it will help. I hope working with us will increase your profits but also help the planet and your company. If things do not~~

~~go to plan, we will accept that Brightfield Solutions has not planned well and will be taking full responsibility.~~ [#2 Since our last communication, we have completed a successful carbon footprint assessment for EcoTech Industries, a mid-sized technology company with operational challenges similar to those faced by Green Earth Technologies. Through our comprehensive sustainability strategy, EcoTech reduced their carbon emissions by 40% within eight months, achieving annual cost savings of \$250,000 through improved energy efficiency and waste management. Additionally, their commitment to sustainability enhanced their brand reputation, leading to increased client confidence and new business partnerships. I am confident that Brightfield Solutions can deliver comparable results for Green Earth Technologies.]

~~Whenever you're available, we can schedule a brief meeting to list the full details of our plan. Please do not feel stressed about the timing as we are always available and you can meet us at any time you like. If you are unavailable, we are more than happy to send a brief message to you about the points that would be listed in the meeting.~~ [#3 I would appreciate the opportunity to meet with you for 30 minutes to present our tailored proposal and discuss how we can support your sustainability objectives. I am available during the following times over the next two weeks:]

~~In the next two weeks, we will be available at any given time so please try to contact us before then. If you are unavailable in the next two weeks, we will try to schedule another meeting later on.~~ [• Tuesday, 15th October: 2:00-5:00 PM • Wednesday, 16th October: 10:00 AM-4:00 PM

• Thursday, 17th October: 9:00 AM-12:00 PM • Friday, 18th October: Any time • Monday, 21st October through Thursday, 24th October: Afternoons preferred]

Please let me know ~~when you're available as soon as you can as we will await your reply. Once again, don't feel pressured as we are flexible.~~ [which time suits your schedule best, and I will send a calendar invitation immediately.] If you ~~have any questions, don't hesitate about~~ [prefer to receive additional information before our meeting, I am happy to provide further details via email. Please feel free to contact me at] ~~contacting me at~~ 04 89 76 65 24 or ~~email at~~ Jayden.zhang@brightfieldsolutions.au.

~~Your~~ [Yours] sincerely,


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