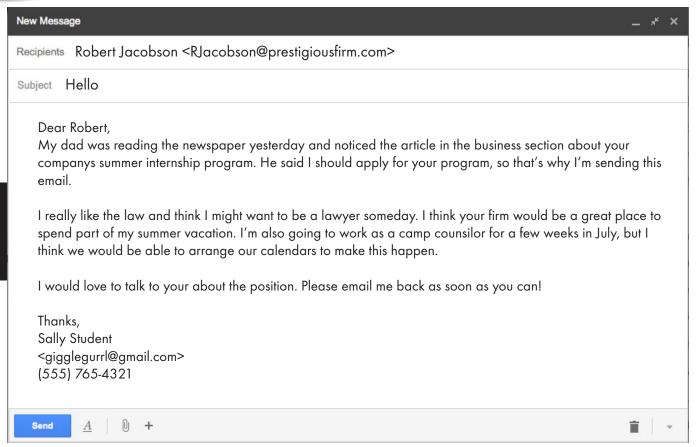
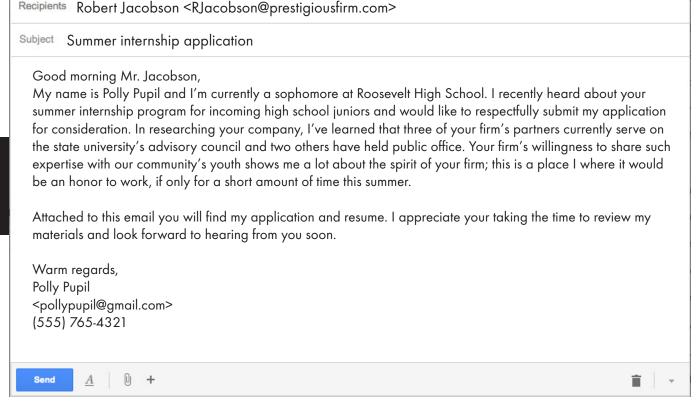
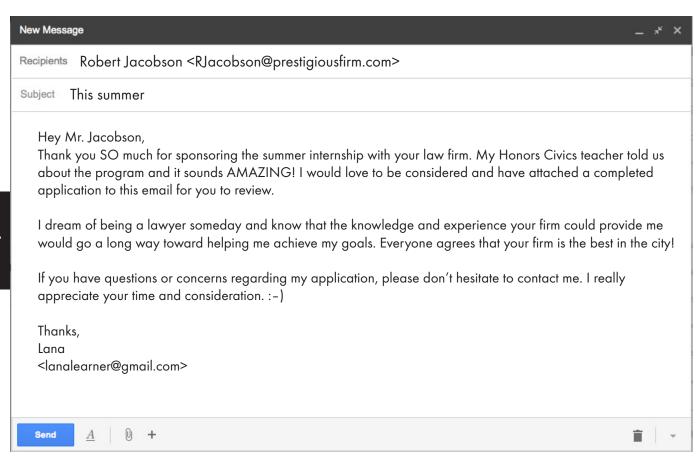
New Message

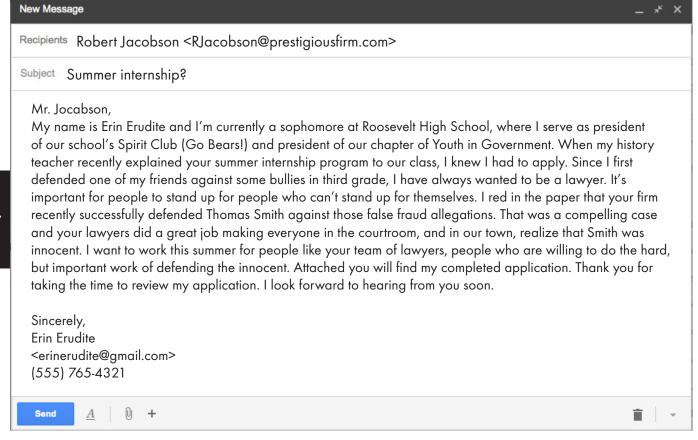


Directions: Read each of the four emails, paying close attention to the positive and negative moves made by each writer. Then, evaluate each example using the grid on the other sheet you've been given. Be prepared to defend your answers with specific elements from the examples.











Evaluate each of the four emails, listing both the positive and negative aspects of each. Then, cannot the four emails from best to worst in the space provided. Be sure to explain/defend your ranking. If you need more space, feel free to continue writing on the back of this sheet.

Email A				Email B			
Circle one:				Circle one:			
1 st The best!	2nd	3rd	4th The worst!	1 st The best!	2nd	3rd	4th The worst!
Email C				Email D			
Circle one:				Circle one:			
1 st The best!	2nd	3rd	4th The worst!	1 st The best!	2nd	3rd	4th The worst!





Evaluate each of the four emails, listing both the positive and negative aspects of each. Then, rank the four emails from best to worst in the space provided. Be sure to explain/defend your ranking. Netiquette If you need more space, feel free to continue writing on the back of this sheet.

Email A

Pros:

Message/Purpose of email is clear

Cons:

- Subject line is too vague/similar to spam
- Addressing recipient "Robert" is too familiar
- Sally's dad found out about the internship; this makes her sound uninvolved/sheltered
- Choppy flow
- Too many sentences begin with "I"; this sounds too self-involved
- Misspelled "counselor," no apostrophe in "company's"
- Request for a return email to chat about the program is not reasonable; Mr. Jacobson is a busy man and likely doesn't have time to chat about the program. Better to just send in the application.
- Sally's email address is unprofessional
- No off-line contact info. given

Circle one:

1 st 2nd 3rd The hestl

4th The worst!

Email B

- Clear subject line
- Professional salutation with, "Good morning..."
- Quickly and clearly identifies herself
- Evidence that she has researched the firm and position
- · A little flattery, but not overly done
- · Professional tone throughout
- Good sentence variety and understands advanced writing/punctuation techniques
- Appropriate email account name
- Includes off-line contact information

Cons:

 Could break the first paragraph into two smaller paragraphs to make the email more easily read

Circle one:

1st The best!

2nd

3rd

4th The worst!

Email C

Pros:

- Message/Purpose of email is clear
- Appropriate email address given

Cons:

- Subject line is too vague
- Overall tone is far too casual
- FULLCAP words are not appropriate for business email
- Smiley-face emoticon is not appropriate
- "Hey" is not an appropriate salutation here
- Flatters without any evidence of research. The "Everyone agrees..." line is artificial.
- Signing off with only "Lana" isn't professional
- No off-line contact info. given

Email D

- · Quickly and clearly identifies herself
- Some evidence that she has researched the firm, but overall research efforts seem thin; it doesn't seem like Erin really knows what she's talking about with the Thomas Smith case
- Good energy in the writer's voice; feels like a lively person wrote this email
- Appropriate email account name
- Includes off-line contact information

- Subject line shouldn't be a question
- A smoother salutation could be used
- Recipient's name is misspelled this mistake guarantees that you will not get the job. Always proofread your emails. Also, other small errors, such as "red" instead of "read."
- Email is one long paragraph. Need to break into smaller parts to make it more easily read.

Circle one: Circle one:

1st 2nd The bestl



4th The worst!

1 st The bestl



3rd

4th The worstl