## Worksheet Two: Email Case Study

1. Study the following email and answer the guide questions below:

Dear John,

SUM1 sent a proposal thru fax yest. Look at it, IMO it’s very good. seems 2 know what we’re lukng 4. Pls. Let m know what u THINK over the wknd. :-)

Peter

What impressions do you get from the email above?

Rank the email on the scale of 1 to 5 based on the following criteria, with 1 being the lowest and 5 the highest.

Readability 1 2 3 4 5

Clarity of Message 1 2 3 4 5

Professionalism 1 2 3 4 5

2. Now, consider this email:

Dear John,

I received a project proposal via fax yesterday. Could you take a look at it? I’ve read it and it seems very good. Looks like what we’re looking for. If it’s possible, could you please let me know what you think over the weekend?

Peter

What impressions do you get from the email above?

Rate the above email based on the following criteria, with 1 as the lowest and 5 the highest.

Readability 1 2 3 4 5

Clarity of Message 1 2 3 4 5

Professionalism 1 2 3 4 5

Readability 1 2 3 4 5

Clarity of Message 1 2 3 4 5

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Which email do you prefer? Why?