GEB 1012 Professional Email Assignment

**Instructions:** Write a two paragraph professional, informative, persuasive email to the members of the Chamber of Commerce. Inform the members of the existence of the new business and persuade them to attend an open house.

**Focus:** From the language in the email, the members will learn about the products and services and be encouraged to participate in the open house. Request a response from the members who are willing to attend. Keep in mind that the members are busy conducting their own businesses; therefore, use a persuasive vocabulary. Focus on the following: promote goodwill, establish reasoning behind the email, request action, and present a time limit in which the request needs to be filled.

**Development:** Provide members with details of the business’ goods and services. Provide evidence of the business and why it is necessary to inform the Chamber. Explain the criteria that the business will bring to the community, and explain why their attendance at the open house is beneficial to their professional network and/or business.

**Organization:** The subject line of the email should not include the request; it should be positive or neutral to show that the purpose is to inform. Chamber members are busy conducting the everyday operations of their own businesses; therefore, typing a request in the subject line may receive an automatic “no” before they read the rest of the email. Paragraphs should be organized as follows:

1. **Start with a statement of goodwill.** Tell the members about the areas in which the Chamber of Commerce is helpful to the new business. Also, introduce the business, and explain, in detail, the goods and services the business will provide. Demonstrate how the business will benefit the community.
2. **Then, present the request.** Persuade the members to attend an open house at the place of business. Briefly describe what will take place at the open house. Make sure to include any and all contact information. Make it so they cannot say no, and provide all necessary addresses, phone numbers, and directions. Finally, **request a call for action**, and present the members with an RSVP deadline, along with the reason for this deadline.

**References:** Do not use outside sources for this assignment

**Style:** The tone of the email should be strictly professional. Do not use a conversational tone. These are potential clients and people who will promote the business. The sequence should be logical. State the information, present the details, and request action. Use college level vocabulary. Be precise and do not use emotional language, such as “I feel.” Stay away from slang and clichés, such as “think outside the box”. Make sure the tone is impactful; remember, the message should motivate the members.

**Editing:** The fastest way to lose an audience is to commit grammar or spelling errors. Proofread at least three times. Ask someone else to read the email aloud, and, then, have her/him explain, in their own words, what the message conveys. This is the most effective way to locate errors. Do not submit the first draft of anything, ever. The five most common errors are comma splices, run-ons, subject-verb agreement, word choice, and verb contractions. Run spell-check, but do not solely rely on this tool to find errors. Triple check the document.