**E-mail Assignment**

**Instructions:** Read these e-mails and then follow the instructions to complete this assignment.

TO: A. Thomas Lighthouse <ATLight@LighthouseHorses.com>

FROM: Charles Beckner <Beckner\_Farm@gmail.com>

SENT: Wed, July 27, 2011

SUBJECT: Colt

Hello,

I have a 2 month old colt here you should probably consider as a stallion prospect. He’s by Crossroads Laurentian- http://www.allbreedpedigree.com/crossroads+laurentian and out of Glorious Seed - http://www.pedigreequery.com/glorious+seed (with Bold Axe in her pedigree = priceless!!!)

He is liver chestnut with a crescent moon on his face and one small hind sock. Named The Glorious Mooner. He is stunning. Gorgeous mover. Reinhardt Blaumann put my mare together with Laurentian because she is so refined.

Crossroads Laurentian has sired some world beaters - Midnight Run, Once Again In Time and the deceased Highcliff Honors. The first two are Champ & Reserve every time out in 2011 I believe.

His half sister is winning with an amateur rider (I have attached two pictures of her). She is Champ most times out as well and always wins the hack too.

Sorry the picture of him was with my Blackberry. Let me know what you think. I’m trying to do some things here at the farm since my wife died and the time it takes are more than I can manage so he needs to be sold - $12,000. Thanks so much.

TO: Charles Beckner <Beckner\_Farm@gmail.com>

FROM: A. Thomas Lighthouse <ATLight@LighthouseHorses.com>

CC: Caroline Woods <fortheloveofponies@yahoo.com>

SENT: Thursday, July 28, 2011

SUBJECT: Re: Colt/Stallion Prospect

Dear Charles,

Thank you for considering my program for your stallion prospect, and my condolences on the loss of your wife.

At this time, however, I am more than satisfied with the hunter prospects my mares are producing crossed on Glory Days Ben Earl.

I have cc’ed this email to Caroline Woods, a young lady here in Florida who is in the start-up phase of her own breeding operation. Since her family maintains property in Virginia, perhaps she will have a place for your colt in her plans. Good luck with him.

A. Thomas Lighthouse

Lighthorse Ranch, LLC

http://www.Lighthorse.com

**Instructions:** Use this table to critique the elements in the original e-mail and then revise it and the response to it, as instructed below.

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| **Critique of E-Mail from Charles Beckner to A. Thomas Lighthouse** | |
| **1. Salutation** |  |
| **2. Subject line** |  |
| **3. Content** |  |
| **4. Tone** |  |
| **5. Grammar** |  |
| **6. Sentence and paragraph structure** |  |
| **7. Closing paragraph** |  |
| **8. Signature** |  |
| **9. Rewrite the original e-mail so its flaws are corrected and its tone is more professional.** |  |
| **10. Rewrite the responding  e-mail so its flaws are corrected and its tone is warmer and more encouraging.** |  |