SAMPLE NO. 1

Requesting action

This type of email seeks action from recipients.

**Most common blunders**

- Leaving the action you seek unclear (or omitting it altogether).
- Omitting the timeframe.

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**ORIGINAL EMAIL**

**SUBJECT:** GC Initiatives--Need Your Help

Mark and David:

For all new GraviComm initiatives, please send me a detailed business requirement for each initiative and include the following information. In addition, I would highly recommend that you schedule a meeting with me in advance to discuss the implementation and roll-out strategy. This will help with planning, scheduling, and prioritizing any and all e-Orders necessary systems work.

1. Process flow chart that covers from the point of the supplier’s confirmation to warehousing and inventory.
2. Detailed narrative in support of the process flow.
3. Target implementation dates.
4. Any special compliance or business editing.
5. Impacts to FAs or order-return status.

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**REVISION**

**SUBJECT:** GC Initiatives--ACTION REQUIRED by Nov. 4

Mark and David:

I’m writing because I need your help on two fronts with all new GraviComm initiatives.

1. **Detailed business requirements**
   For each new initiative, I need you to send me a business requirement that contains the following information:
   - process flow chart that covers from the point of the supplier’s confirmation to warehousing and inventory;
   - detailed narrative in support of the process flow;
   - target implementation dates;
   - any special compliance or business editing;
   - impacts to FAs or order-return status.

2. **Implementation meeting**
   Please schedule a meeting with me to discuss an implementation and roll-out strategy for each new initiative. In this meeting, we’ll plan, schedule, and prioritize all necessary e-Orders systems work.

We’re up against a deadline, so I’ll need your reports by Tuesday, November 4.