Solution

# The Role of Email in Business Communication

Make the following email more readable without changing its content:

Subject: You’re getting unlimited internet!

Hi there Claudia,

**Great news! We’re upgrading your Internet plan for free!**

Thank you for being a loyal SpeedyNet customer for the past 5 years and for choosing our Fibre Link internet service to power your home. We’re pleased to let you know that we’re upgrading your plan to give you unlimited data at no additional cost to you. This change is effective immediately and will be shown on your next bill.

There is no action required on your part.

It’s never been more important to stay connected and we’re committed to making sure our services keep up with your needs.

Sincerely,

Your SpeedyNet Team

## Exercise notes

* The phrase “unlimited internet” in the Subject line catches the recipient’s attention
* The exclamation point in the subject line is appropriate since this email is from a trusted sender
* The “Hi there [first name]” greeting is appropriate for a 5-year customer
* The eyes are drawn to the two single line sentences as the main points of the email, and create white space for readability
* The bold font also draws attention to the most important message in the email