

Assessment template for a cold email

<i>Criterion</i>	<i>Sub-criterion</i>	<i>Marks</i>
Structure of the email	The subject line makes it clear what the email is about.	/8
	The email starts with a greeting, using the recipient's name (spelled correctly).	/4
	The sender introduces themselves.	/8
	The sender explains why he emails the recipient (e.g. "I saw your presentation last Thursday").	/8
	The context is set clearly.	/8
	It is made clear what the recipient is asked to do (e.g. "Would you be willing to send me the slides of your presentation?").	/12
	The body text ends with a closing remark/thank you.	/8
	The email ends with an appropriate sign-off.	/4
Writing	The language used is correct. There are no spelling or grammar errors.	/8
	The writing is easy to follow. Sentence lengths are appropriate. There are no unnecessary words. There is no jargon, unexplained acronyms or unnecessarily complicated language.	/8
	Paragraphs are used effectively, with one topic per paragraph.	/8
Tone/form of the email	The email is friendly and professional, appropriate for the relationship between the sender and the recipient.	/8
	The email is short and to the point, and contains no irrelevant or distracting information.	/8
Total		/100