***Sunday, 1 January:***

A bell rings as you walk into the Be Concise Bookshop, and you find the owner, Con Cise, behind the counter, chuckling as he types on his laptop.

He agrees to give an interview – as long as you do something for him first.

“Check this out,” he says with a cheeky grin. “I’m having fun rewriting a good email and I’d like to see if you can do any worse!”

Below is an email that fits all of the 6 Guidelines. Your job is to rewrite it so that it ***breaks*** at least ***5*** of the 6 Guidelines!

To: John Smith, Emailtown Editors Guild

From: Con Cise, Be Concise Bookshop

Subject: MBeC Encyclopedia: Price Reduction (Request)

Hello John,

This is about the MBeC Encyclopedia set for publication on Mon, 9 Jan.

Just to let you know that the Be Concise Bookshop can stock the encyclopedia only if the price per copy is reduced.

My suggestion is to reduce the price per copy by 2 EUR to 20 EUR. Because the production cost per copy is 5 EUR, this still gives you a profit of 15 EUR for each encyclopedia.

Please let me know by 10:00 a.m. Fri, 6 Jan, if you agree to my proposal.

Thank you,

Con

Once you’ve rewritten the email so it fails to meet ***at least 5*** of the 6 Guidelines, hand it to the Chief of Police. You’ll get your interview with Con if your email is **bad** enough!