Activity Exemplar: Write an apology email

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select "Use Template."

Link to exemplar: <u>Apology email</u> ⬈

OR

If you don't have a Google account, you can download the exemplar directly from the attachment below.

📎 **Activity Exemplar_ Apology email**
DOCX File

Assessment of Exemplar

Compare the exemplar to your completed apology email. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: The exemplar represents one possible way to complete the activity. Your apology email will likely differ in certain ways. What's important is that the email admits the errors, apologizes to subscribers, and tries to make the situation right.

Let's review each part of the message:

Subject line

The subject line clarifies that the email is a follow-up to an earlier message. It also gives the correct launch date, which means that customers can get this information even if they don't open the message.

Message body

The message body leads with an apology. It explains what happened, but also describes concrete actions the company has taken to make things right. It also restates the correct launch date and links to the correct page to pre-order the game. The formatting calls attention to the corrections (and the discount offer) to make sure readers don't miss them.

The tone of the message is light, but sincere. The authors use the subject of the game (time-travel) to gently make fun of themselves and their mistakes. Importantly, however, the humor does not overshadow the apology.

Call to action

The call to action is brief and describes a specific action the reader can take to redeem the pre-order discount.

Closing

The closing expresses appreciation for the readers and ends with a promise to serve them better in the future.

Mark as completed

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