

Undermining Language Email Example

Here are the 2 versions of an email from Tara Mohr's book. The first littered with undermining language, and the suggested second version, which still has warmth!

1 Hi Marjorie,

I'm not sure if you remember me, but a few weeks ago I submitted some of my work for your Favourite Things column. I'm just writing now to check in and see if you've made any decisions.

I actually have some new pieces that I recently put up in my online gallery. Perhaps you'd like to see those too? A little bit of information about them: I created these paintings after spending 6 weeks hiking on the Pacific Coast, and they are inspired by my experience there.

Thanks again for considering my work – and sorry if I missed some information on the time line!

Best,

Catherine

2 Hi Marjorie,

I hope this email finds you well. I loved today's blog post at your site. It was so creative and beautifully done. (Opening with warmth)

A few weeks ago I submitted some of my work for your Favourite Things column, and I'm writing now to check in and see if you've made any decisions yet?

I also wanted to let you know about a few new pieces of my work up in my online gallery, inspired by my experience hiking on the Pacific Coast. They've received a large number of positive comments and have been re-pinned over 300 times on Pinterest.

Thanks again for considering my work. I look forward to hearing from you.

Catherine.

