

Use the phrases from Topic #1 – Progress.

to tie up these loose ends	outstanding	to be on the wrong track
to make strides	to go in circles	to go back to the drawing board
I'm on it	to spin your wheels	to make headway
to flesh it out	to be halfway done	to take shape
a step in the right direction	to be on the right track	to tweak
to not get around to it	to be as good as done	to mean
to be back to square one	a step backward	to start from scratch
		the bare bones of

Subject: Project Progress Update

Hi everyone,

Just wanted to give you a quick update on where we are.

The new campaign is really starting to _____ (1) (to develop a clear form). We've got _____ (2) (the skeleton of) it mapped out, and I've already started to _____ it _____ (3) (to add details to) with the design and copy team. I'd say we're more than _____ (4) (50% complete) at this point—maybe around 60–65%.

That said, we did realize the original social media plan wasn't working, so we've gone _____ (5) (back to the planning stage) on that one. It feels like we were _____ (6) (working without progress) and just _____ (7) (returning to the same issue) for a bit, so this reset should help. It's not ideal to _____ (8) (start from zero), but sometimes it's the only way forward.

On the plus side, I think we're _____ (9) (progressing correctly) now. Yesterday's brainstorm felt like a real _____ (10) (positive action), and we're finally _____ (11) (making progress) — even _____ (12) (making progress fast) in some areas.

I've already begun adjusting the landing page layout — _____ (13) (I'm already doing that) — and I'll _____ (14) (slightly improve) it before EOD. We'll still need to _____ (15) (polish) the CTA section, but otherwise, it's _____ (16) (almost done).

There are still a few _____ (17) (remaining) tasks — mostly content edits and image sourcing — but we're working on _____ (18) (addressing these remaining issues) this week. I know I still haven't sent over the final draft — I _____ (19) (planned) to do it yesterday but _____ (20) (didn't find time to do it). It's next on my list, I promise.

As for the budget presentation, it feels like we've been _____ (21) (stuck and not progressing) lately. We made _____ (22) (a negative action) last week when the client changed the scope, so unfortunately, we're kind of _____ (23) (back to the very beginning) there.

Let's regroup tomorrow to make sure we're aligned and not _____ (24) (progressing incorrectly) again.

Thanks,
Trudi Combs