

# Working with Letters, Memos, and E-Mail Messages



# Sending Letters, Memos, and E-Mail

**Audience**

**Format**  
*(Email, Letter, Memo?)*

**Readability**  
*(Short?/Long?)*

**Strategy**

# **Internal Communication**

**Understand the  
Organization's Mission**

**Identify Potential  
Problems**

**React to Changes/Problems**

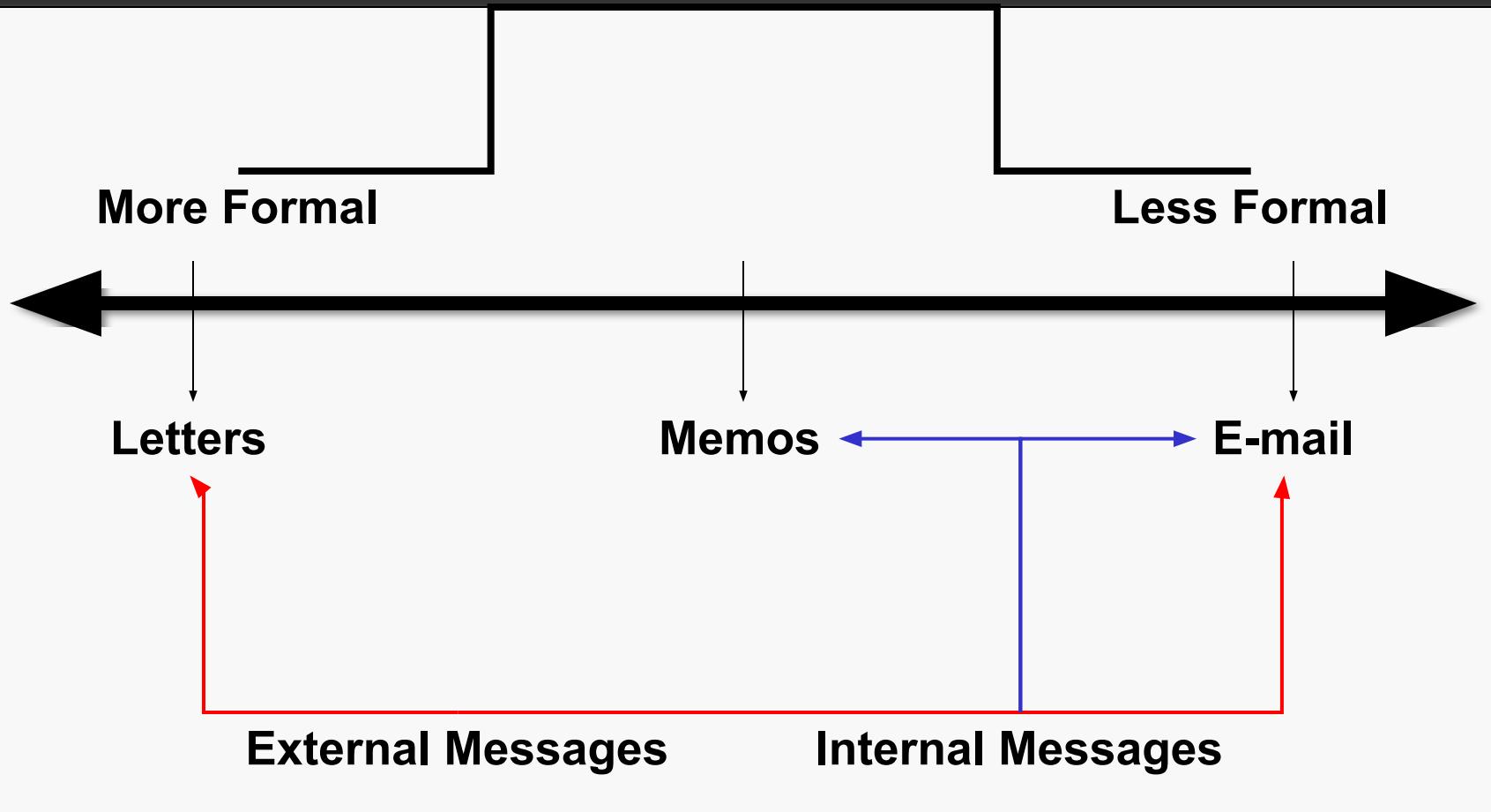
# **External Communication**

**Cultivate  
an Impression**

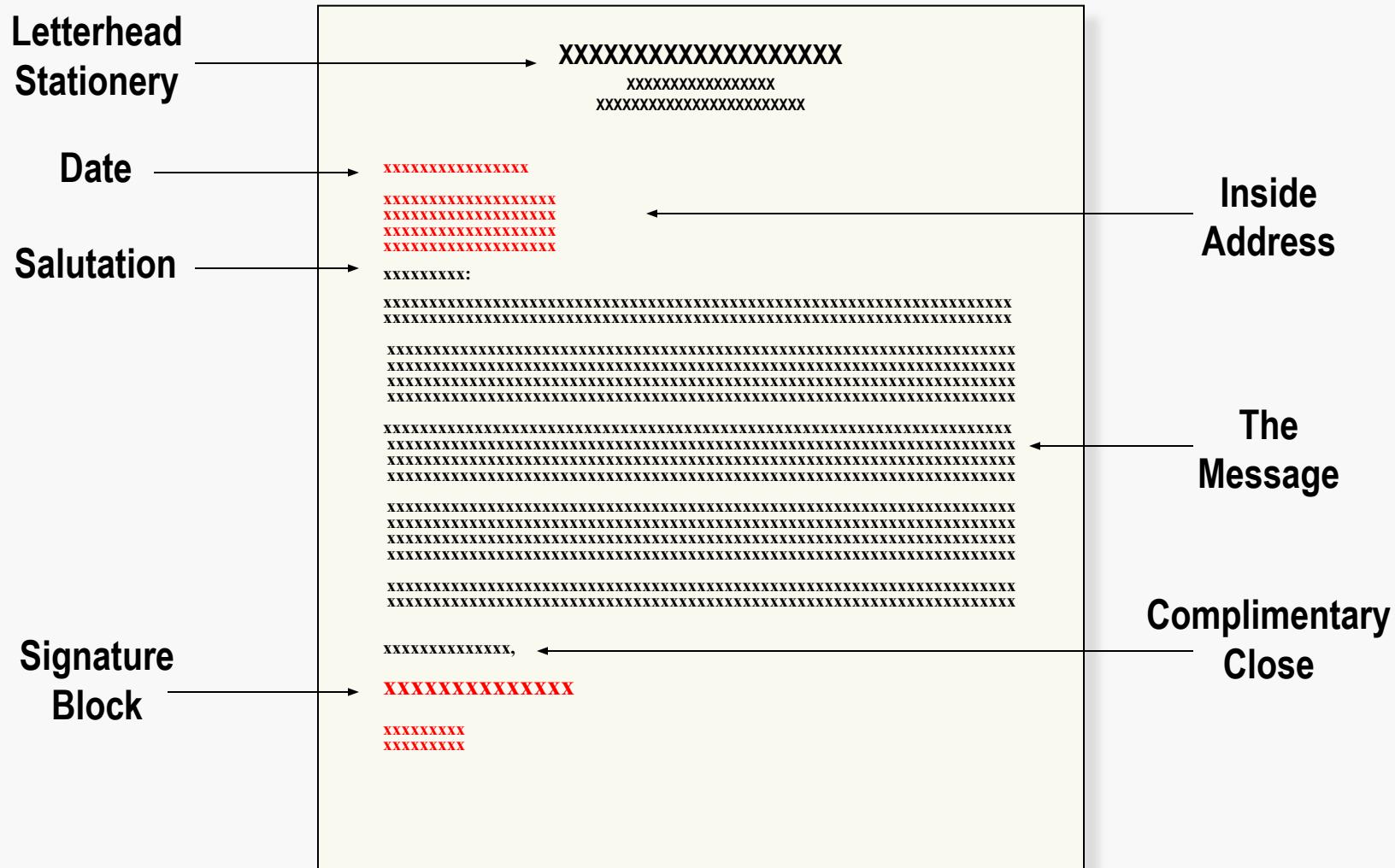
**Respond to Crises**

**Gather Information**

# Format Differences



# Format for Business-Letters



# Format for Memos

**Memo  
Title**

**Headings**

*Memo, Memorandum, or Interoffice Correspondence  
for \_\_\_\_\_*

To: xxxxxxxxxxxxxxxx  
From: xxxxxxxxxxx  
Date: xxxxxxxxxxx  
Subject: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

xx  
xx  
xxxxxxxx

xx  
xx  
xx  
xxxxxxxxxxxxxxxx

xx  
xx  
xx  
xxxxxxxxxxxxxxxx

xx  
xx  
xx  
xxxxxxxxxxxxxxxx

**The  
Message**

*Good memos discuss only  
one topic and use a  
conversational tone. Memos  
generally have no  
complimentary close or  
signature*

# Format for E-Mail

**Headings**

To: xxx  
From: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx  
XXXXXX: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx  
CC:  
BCC:  
Subject:

**Salutation**

xxxxxxxxxx:

**The  
Message**

**Signature  
Block**

xxxxxxxx,  
xxxxxxxx  
xxxxxxxx  
xxxxxxxx

**Complimentary  
Close**

# Improving Readability in Short Messages



Vary  
Length  
of  
**Sentences**

**Shorten  
Paragraphs**

# Using Lists and Bullets

- Sequence your ideas
- Boost visual impact
- Highlight key points
- Simplify complex subjects
- Help readers skim the text



## Narrative

Owning your own business has many advantages. One is the opportunity to build a major financial asset. Another advantage is the satisfaction of working for yourself. As a sole proprietor, you also have the advantage of privacy because you do not have to reveal your financial information or plans to anyone.

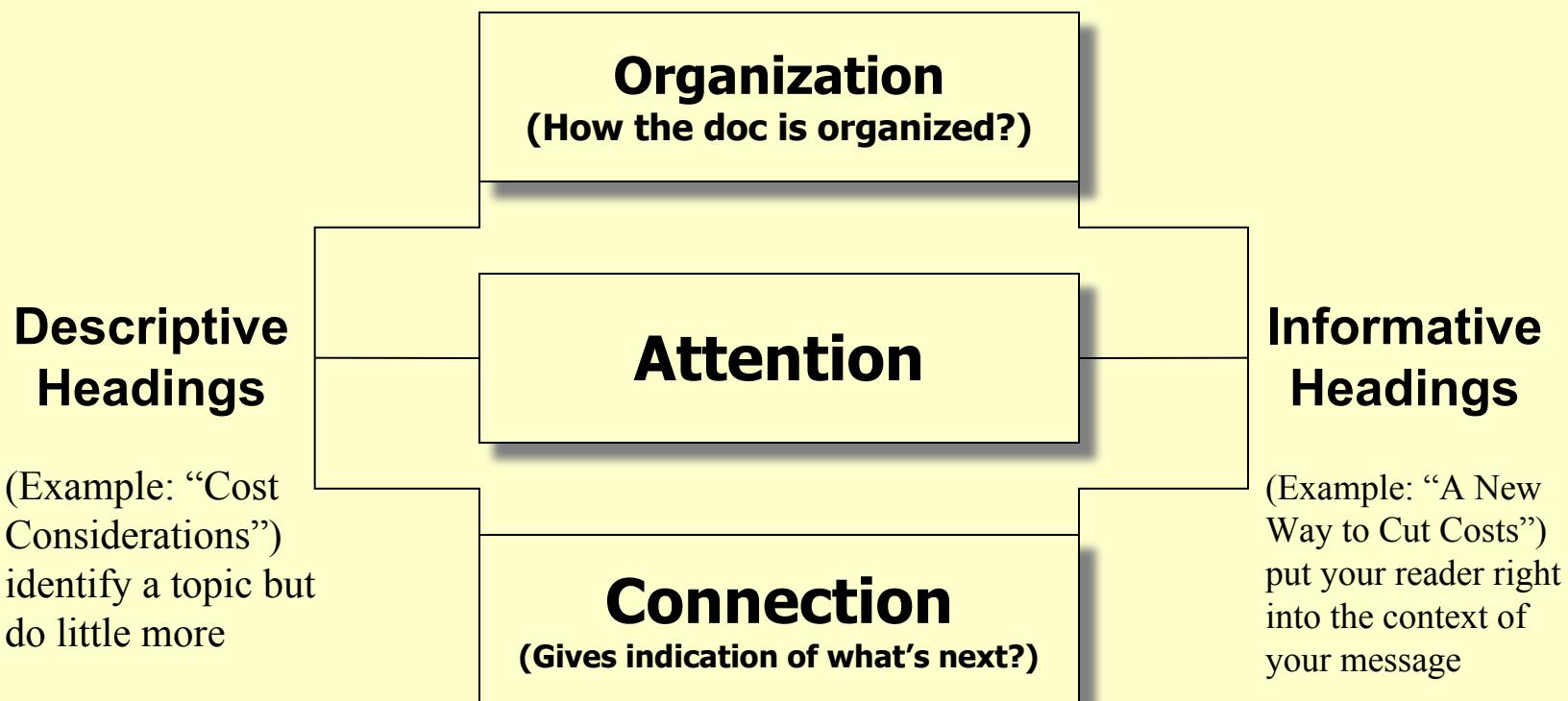
## List

Owning your own business has three advantages:

- The opportunity to build a major financial asset
- The satisfaction of working for yourself
- The freedom to keep most of your financial information private

**Remember that the items in a list should be in parallel form. If one list item begins with a verb, all list items should begin with a verb. If one is a noun phrase, all should be noun phrases**

# Purpose of Headings and Subheadings

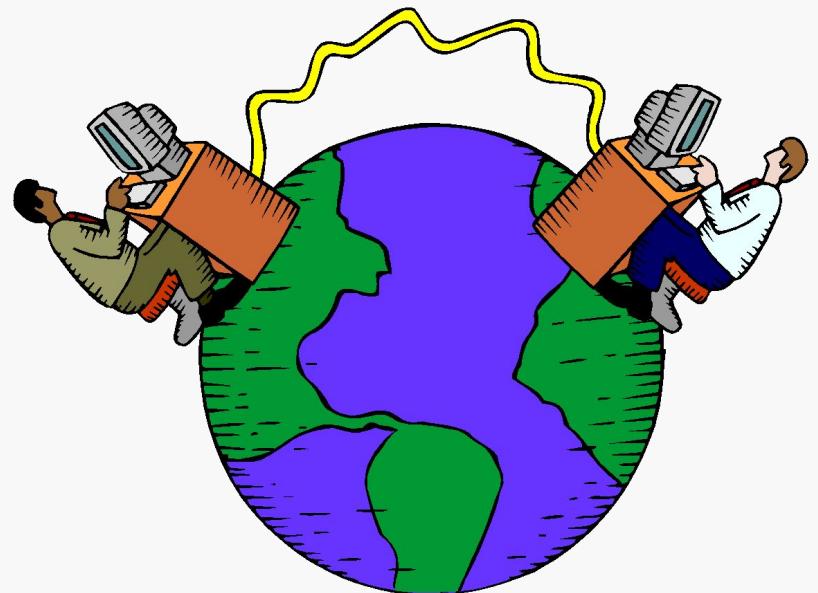


# E-Mail Readability

**Subject Lines**

**Easy-To-Follow  
Messages**

**Personalized  
Messages**



# E-Mail Etiquette



**Practice Courtesy**

**Send Brief E-mail**

**Compose Carefully**

# Practice Courtesy

<b>Compose Offline</b>	<b>Limit Messages</b>
<b>Know the Audience</b>	<b>Respect Cultures (Don't assume!)</b>
<b>Clarify Time Zones</b>	<b>Respect Schedules (Specify if you don't need reply!)</b>
<b>Avoid Flaming (Calm yourself down, if angry!)</b>	<b>Prioritize E-mail (Use priority features, if truly necessary!)</b>

# Send Brief E-Mail

**Narrow Scope**  
**(1 purpose = 1 email)**

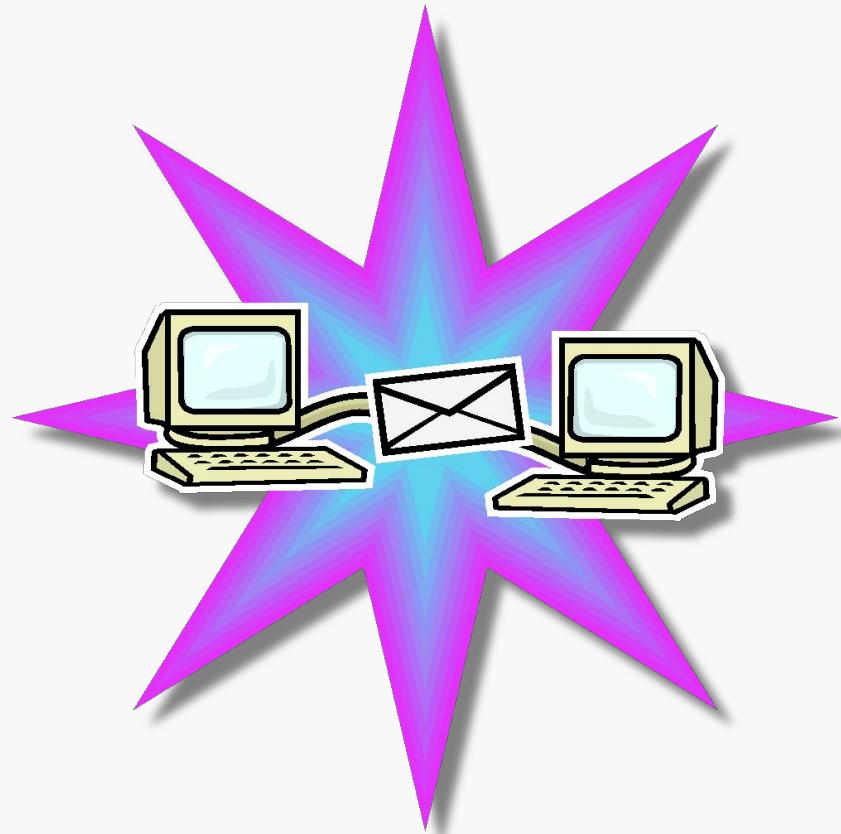
**Short Messages**

**Concise Sentences**



# Compose Carefully

- **Reply with care**  
*(Reply one? Or Reply all?)*
- **Understand “cc” and “bcc” fields**
- **Slow down**
- **Reread and edit**



# Categories of Messages

