

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

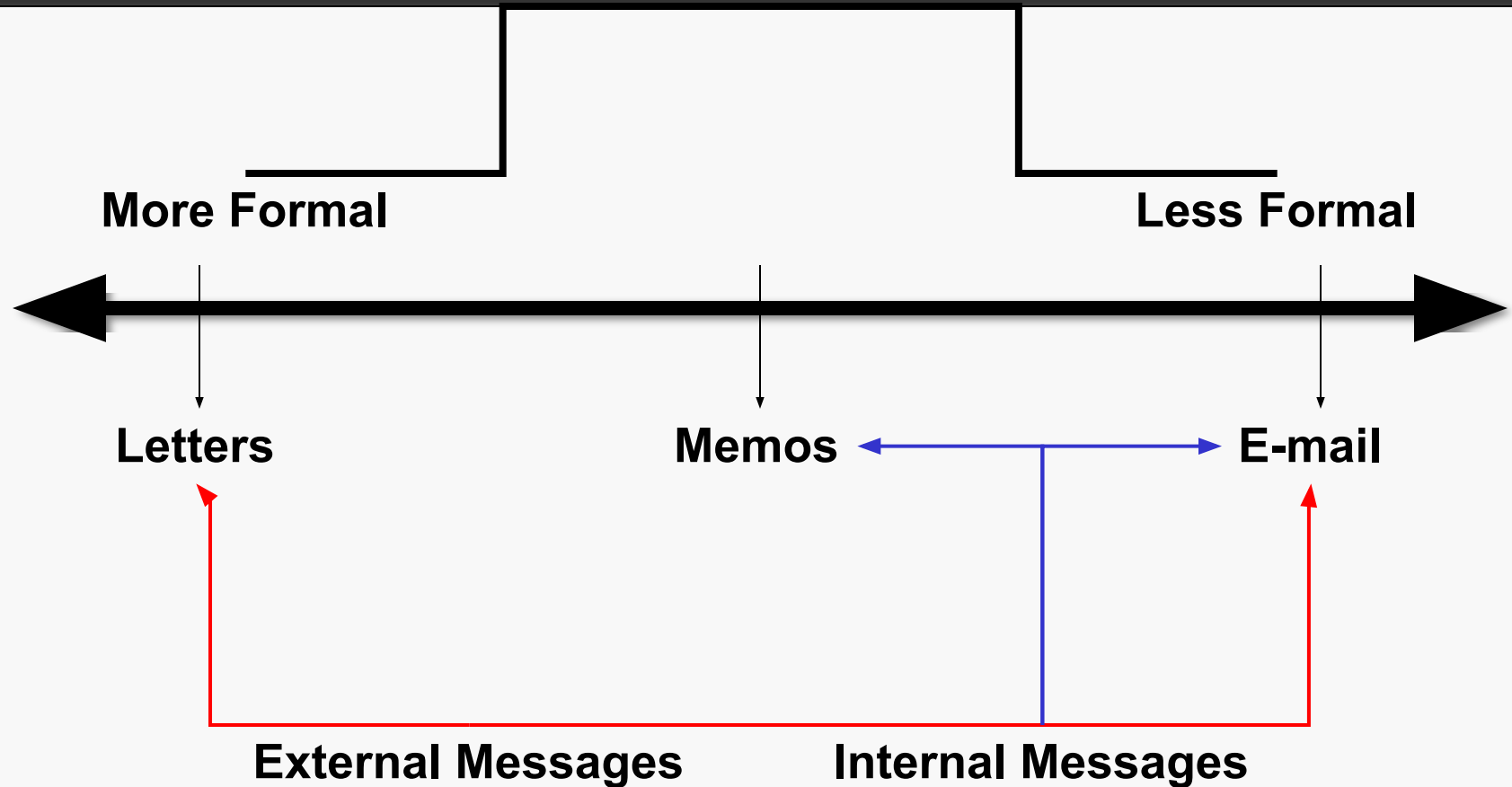
External Communication

**Cultivate
an Impression**

Respond to Crises

Gather Information

Format Differences



Format for Business-Letters

Letterhead
Stationery

XXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXX

Date

XXXXXXXXXXXX

Salutation

XXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXX

XXXXXXX:

XX
XX

XX
XX
XX
XX

XX
XX
XX
XX

XX
XX
XX
XX

XX
XX

Inside
Address

The
Message

Complimentary
Close

Signature
Block

XXXXXXXXXXXX,

XXXXXXXXXXXXXXXXXXXXX

XXXXXXX
XXXXXXX

Format for Memos

[illegible][illegible][illegible][illegible][illegible][illegible][illegible]

Format for E-Mail

Headings

To: xx
From: xx
XXXXXXX: xx
CC:
BCC:
Subject:

Salutation

xxxxxxxxxxx:

xxx
xxx
xxx
xxx

xxx
xxx
xxx

xxx
xxx
xxx
xxx

xxx

xxxxxxx,

**Signature
Block**

xxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxx

**The
Message**

**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.

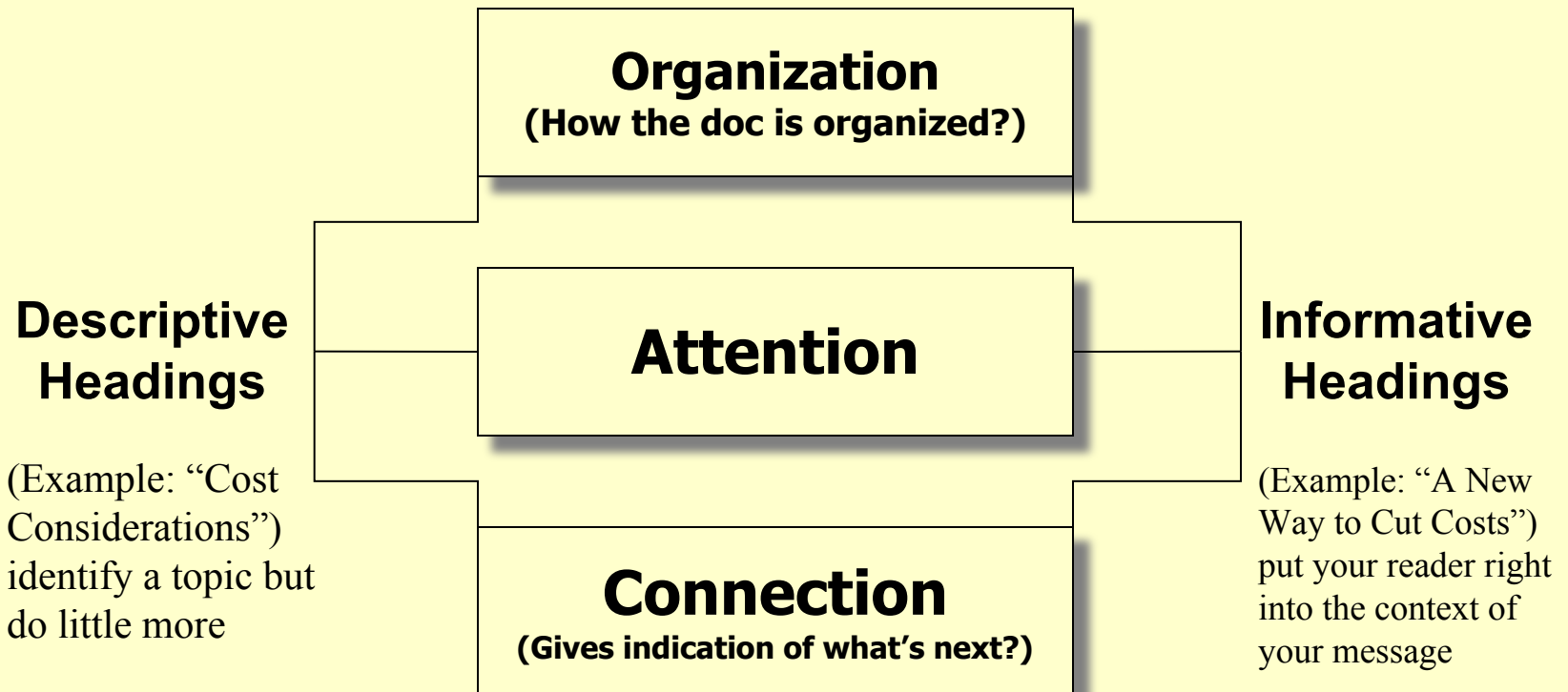
List

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

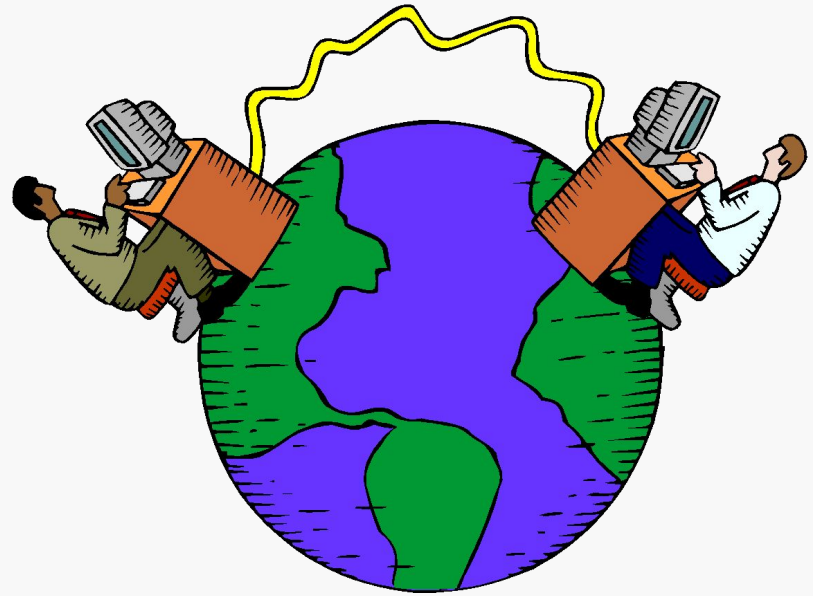


E-Mail Readability

Subject Lines

**Easy-To-Follow
Messages**

**Personalized
Messages**



E-Mail Etiquette

Practice Courtesy

Send Brief E-mail

Compose Carefully



Practice Courtesy

Compose Offline

Limit Messages

Know the Audience

Respect Cultures
(Don't assume!)

Clarify Time Zones

Respect Schedules
(Specify if you don't need reply!)

Avoid Flaming
(Calm yourself down, if angry!)

Prioritize E-mail
(Use priority features,
if truly necessary!)

Send Brief E-Mail

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

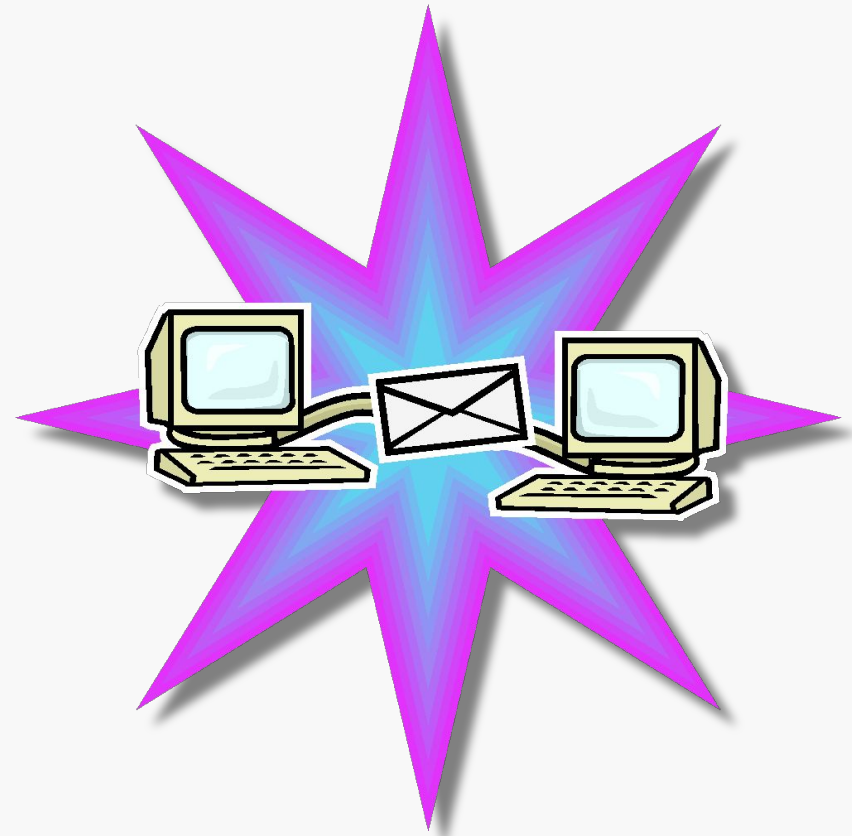
Short Messages

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

~~Routine, Good-News, Goodwill~~

The Message

Opening

Bad-News

Body (Justify/Explain)

Persuasive

Closing (End positively!)