

Memo Writing



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INTEROFFICE COMMUNICATION



- The format used for exchanging/writing/sending messages within organization for internal communication. Also referred as Internal memo, memo and office memo.
- A memo is meant to be short, clear, and to-the-point.
- Memo differ from letter writing in format and audience.

Memo: Serves a Variety of functions



MEMO

Making an announcement



MEMO

Giving instructions



MEMO

Clarifying a policy or issue



MEMO

Changing a policy



MEMO

Alerting staff to a problem



MEMO

Calling a meeting



MEMO

Reminding employees of corporate history, policy, procedures

Refer to pages
83, 85, 87

On the To line

Write the name
and job title of
the individual(s)

On the From line

Insert your name

Use your first
name only if
your reader
refers to you by
it

Use your job
title unless it is
unnecessary for
your reader

On the Date line


Give the full
calendar date
(March 10,
2024)

On the Subject line

Precise purpose of
your message

Formatting

Memo Formatting



LINE UP CUE WORD CONTENT AT 1 inch ruler mark

<i>DATE:</i>	Written out as month, day, year
<i>TO:</i>	Recipient's name (and, if desired, title)
<i>FROM:</i>	Sender's name (and, if desired, title) and initials
<i>SUBJECT:</i>	One-Line "Headline"

Memo Cue Words Formatting Example # 1


Capitalizing only first letter of main/major words.

Date: September 30, 2023

To: Ray Charles, Marketing Manager

From: Bruce King, Events Manager BK

Subject: Conference Planning



Memo Cue Words Formatting Example # 2

Capitalizing only first letter of main/major words.



TO: Ray Charles, Marketing Manager

FROM: Bruce King, Events Manager BK

DATE: September 30, 2023

SUBJECT: Conference Planning



Three major parts

Introduction

- Tell why you are writing
- Explain briefly any background information the receiver needs to know
- Be specific and to the point straight away if required (See example on page 83)

Discussion

- Main body of memo
- State why the message is important
- Provide precise dates, times, locations, costs (as per the need of your message)

Conclusion

- State how you want the receiver to respond to memo
- For example:
- Ask to call if they have any questions (See example on page 85)
- Request a reply in writing, over the phone, via email, or in person by a specific date (See example on page 87)

Introduction

- **PARAGRAPH 1**
- **Background Information**
- **Clearly state the reason for writing**
- **Refer to previous communication**
- **Who ? What ? Where ? When ?**
- You might begin your sentence with the phrase, "I am writing to inform you ... " or "I am writing to request ... ".
- You want to deliver your most critical information upfront, and then use subsequent paragraphs as opportunities to dive into more details.

Discussion: Main body

- **PARGRAPH 2**

- In the second paragraph, you'll want to provide context or supporting evidence.
- **Facts and Figures (Separated into paragraphs-each one dealing with a separate theme.**
- For instance:
- Let's say your memo is informing the company of an internal re-organization. If this is the case, paragraph two should say something like,
- "As our company continues to grow, we have decided it makes more sense to separate our video production team from our content team".
- This way, those teams can focus more on their individual goals.

Conclusion: Response

- **PARGRAPH 3**

- Action Statement
- Action you want the reader to take
- Action you will take
- Deadline ?
- End with a positive/polite note

No Complimentary close is required/necessary.

- Leave a space for the sender to sign.
- Do not forgot to add (Encs): Any documents being attached with the memo

Organizational markers



Headings

- Organize your work
- Make information easy for readers
- See example on page 87

Numbered or bulleted lists

- Comprehend idea of your message quickly
- See example on page 83

Underlining or boldfacing

- Emphasizes key points
- Use it only for main points, summarized points or concluding statements
- See example on page 85

SAMPLE

- TO: All Employees
- From: Ali Mehdi, CEO
- Date: March 10, 2025
- Subject: Employees Bonus
- It is to inform that you will receive a bonus check on April 11th, 2023.
- The bonus will be 15 percent of your current salary. The bonus will be a one-time payment, and taxes will be deducted from the calculated amount.
- The effort each of you has given to the success of Goff Enterprises has led to an extremely productive year. You are a major participant in this success and therefore the Board of Directors is happy to reward each of you.

When to use:

E-mail

- Quick communication
- Urgent and time-sensitive
- Requires immediate response
- Directed to specific individuals or small teams
- Informal and formal tone

Memo

- Formal message
- Important for all employees
- Direct and professional tone

Formal Letters

- Legal importance
- High level of formality
- Permanent official record in hard copy
- Recipient expects traditional business etiquette
- Formal, respectful and sometimes persuasive tone

Essentials of Business Letters

Developing effective tone

- A tone that conveys mutual respect, sincerity and courtesy

Natural language

- Use simple, clear and natural language
- Avoid old-fashioned phrases like: I beg to advise, as per your request . . . (sounds artificial)

Positive language

- Keep the emphasis on the positive rather than negative. Stress on the positive rather than negative aspect of a situation.
- When I received your complaint, I checked your record.
- When I received your letter, I checked your record.

You attitude

- Emphasis on reader's interest, see the situation from the viewpoint of the reader.
- We are shipping your order on Monday.
- You will receive your order by Friday.

Business Letter writing: Two Basic Letter Styles

Block Style

- All elements left aligned starting next to the margin

Simplified Style

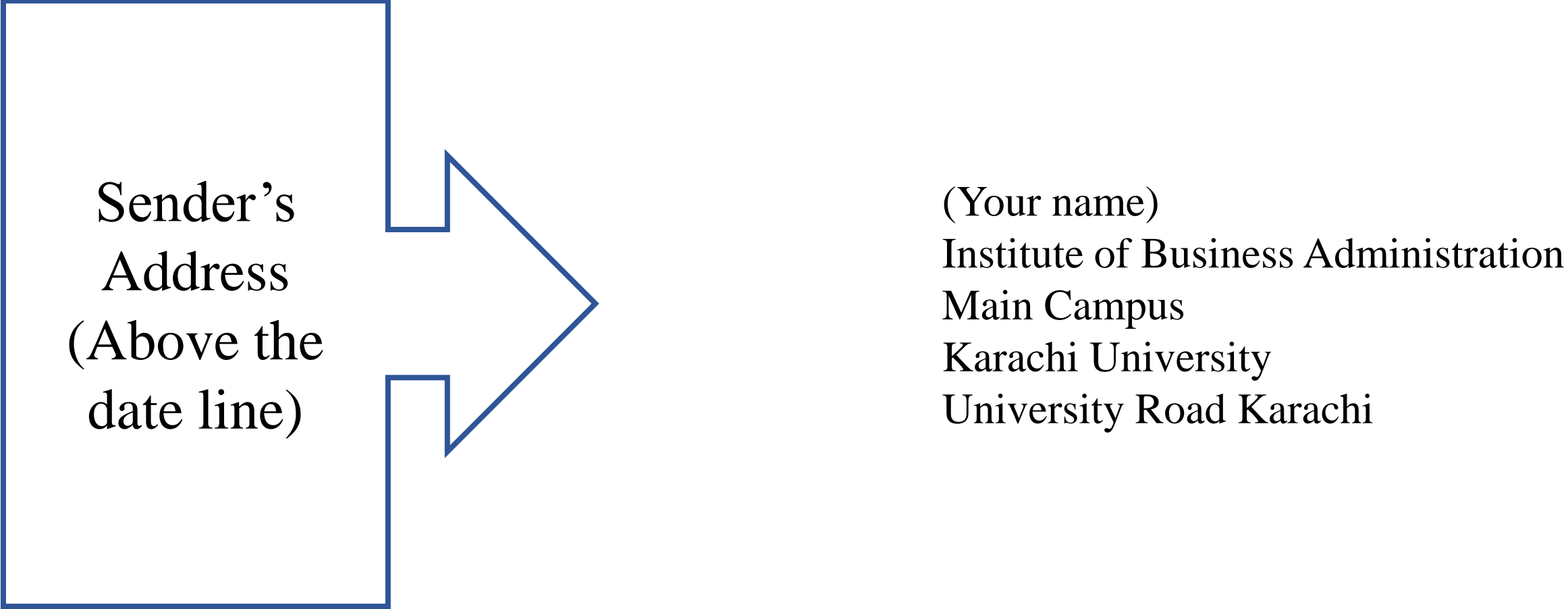
- Replaces salutation with a subject line.
- Subject line in all-caps (write after leaving 2 blank lines below the address)
- Omit the complimentary close
- Writer's name in all-caps

Refer to the examples on:

- › Page 92 for standard parts placements in block style
- › Page 94 for using optional parts in block style
- › Page 98 for simplified style

Standard Parts of a letter: Block Format

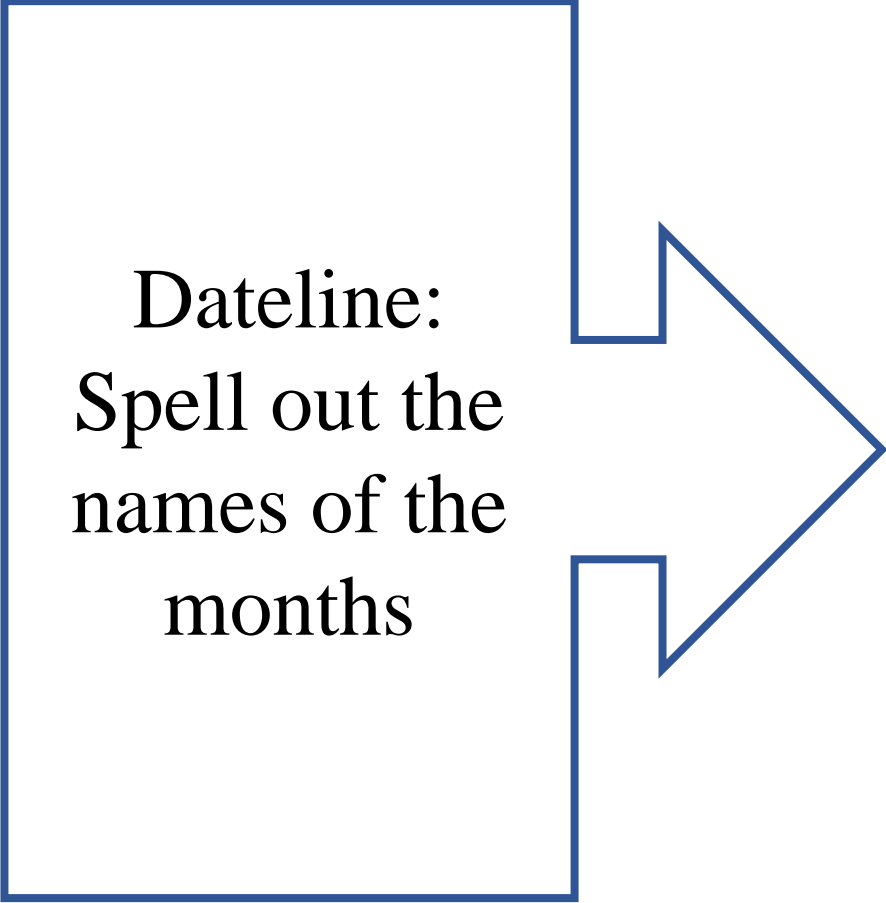
Standard Parts Of A Letter: Block Format



Sender's
Address
(Above the
date line)

(Your name)
Institute of Business Administration
Main Campus
Karachi University
University Road Karachi

Standard Parts Of A Letter: Block Format



Dateline:
Spell out the
names of the
months

28 December 2023

Or

December 28, 2023

Standard Parts Of A Letter: Block Format



A diagram illustrating the block format of a letter. It features a large blue-outlined rectangle on the left. Inside this rectangle, the text 'Inside Address (Below date)' is centered. A large blue arrow points from the right side of the rectangle towards the right-hand text block.

Inside Address
(Below date)

Your name
Designation
Dept of Sciences and Humanities
FAST National University of
Computer and Emerging Sciences
Karachi Campus

Standard Parts Of A Letter: Block Format

Salutation



Sir/Madam

Dear Sir/Madam, Dear Mr Manager,

Dear Prof.

Dear Ali

When writing to a particular person or position: Use descriptive title

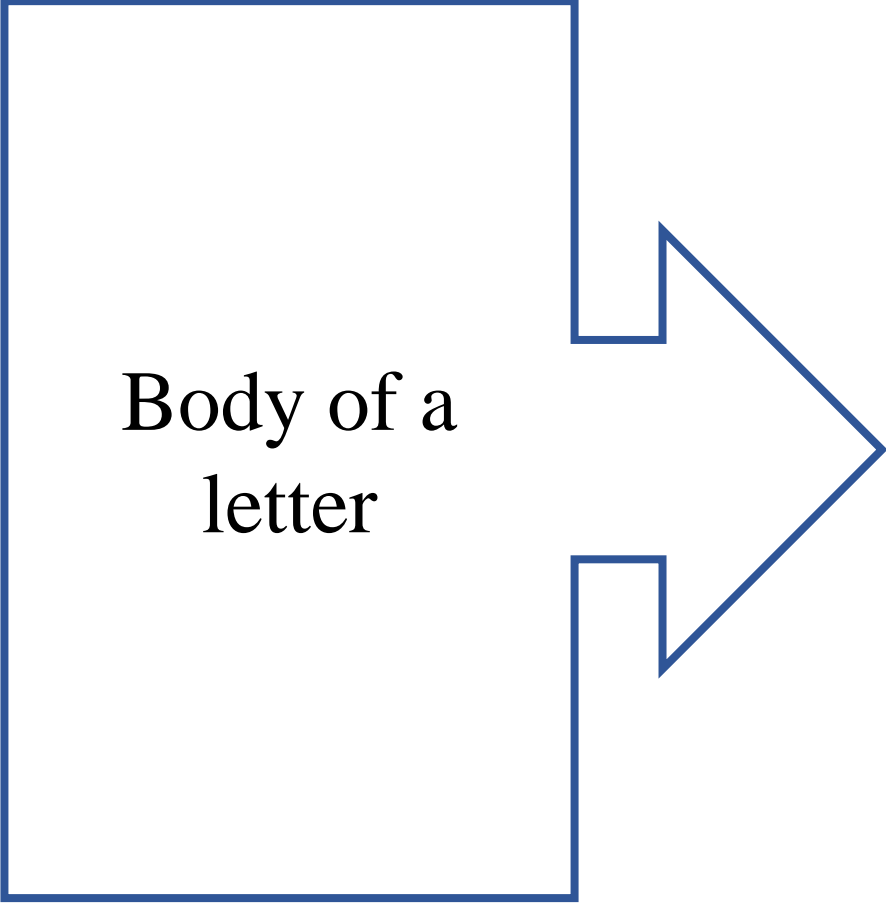
Attention: Marketing Department

When writing to a company department, omit salutation and use attention line

Begin the main letter body right after the subject line.

Omit salutation
When writing to a company without directing the letter to a particular person or position

Standard Parts Of A Letter: Block Format



Body of a
letter

- Comprises three to four paragraphs.
- Generally includes purpose of writing, explains all relevant points, summarizes and ends with polite expressions

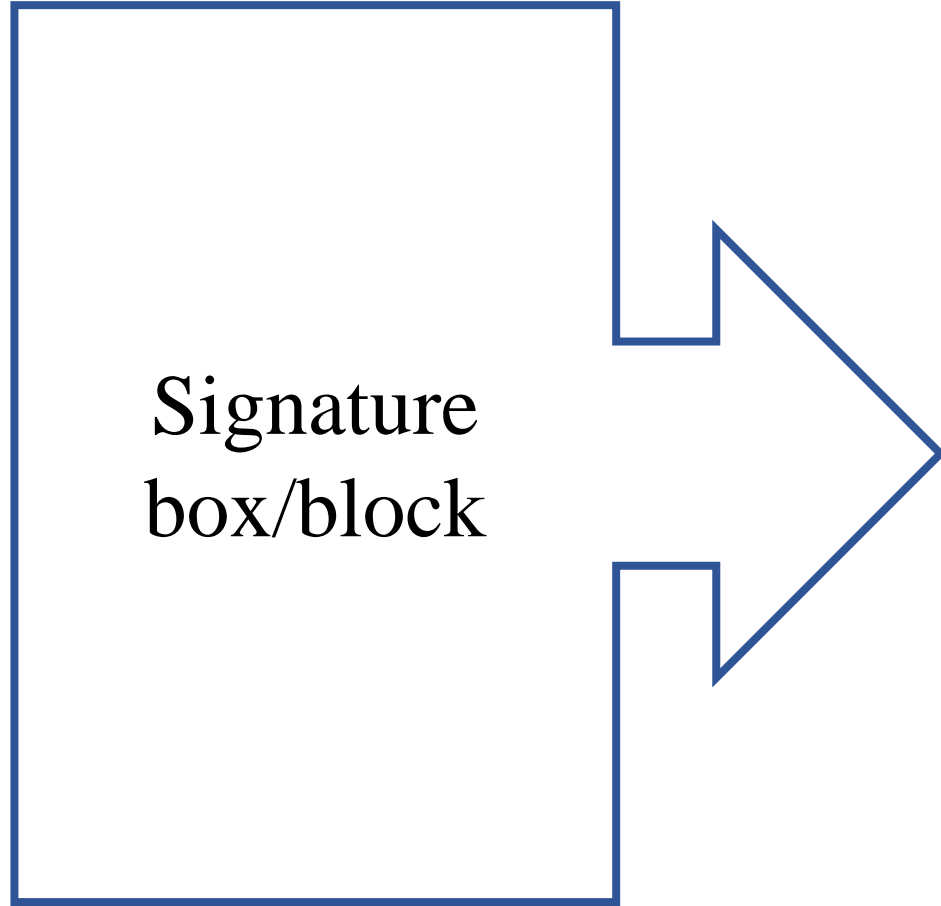
Standard Parts Of A Letter: Block Format



Complimentary
Close

Sincerely
Truly
Cordially
Regards
With best/kind/warm regards
With compliments

Standard Parts Of A Letter: Block Format



Signature
box/block

(Signature)
(Your name)
Lecturer (Designation)
FAST National University (Affiliation)

Scenarios Where a Business Letter is the Best Option

Office contracts and agreements

- Why a letter? Serve as official records and can be signed physically, making them legally binding

Job offers and employment decisions

- Why a letter? Adds credibility and professionalism, making the offer more formal and official

Scenarios Where a Business Letter is the Best Option

Letters of Recommendation or Endorsement

- Why a Letter? A printed, signed letter adds authenticity and professionalism to the recommendation.

Apology Letters for Serious Issues

- Why a Letter? A formal letter expresses sincerity and professionalism, showing accountability.

Scenarios Where a Memo is the Best Option

Announcing Policy Changes

- Why a Memo? Memos are great for official announcements that need to be archived for future reference.

Requesting Action from Employees

- Why a Memo? Memos serve as official reminders and encourage compliance.

Scenarios Where a Memo is the Best Option

Addressing Workplace Issues or Concerns

- Why a Memo? Memos create a formal record of workplace policies.

Communicating Emergency or Urgent Notices

- Why a Memo? Memos act as official documentation for decisions made.

Scenarios Where an E-mail is the Best Option

Scheduling Meetings or Appointments

- Why an Email? Emails allow recipients to confirm attendance and receive calendar invites.

Following Up on Conversations: After a phone call with a potential customer, you send an email to recap key points.

- Why an Email? It ensures both parties have a written record.

Scenarios Where an E-mail is the Best Option

Notifying About Changes or Reminders: The IT department reminds employees to change their passwords for security reasons.

- Why an Email? It's quick and reaches all employees instantly.

Communicating With Remote or Global Teams

- Why an Email? It's the most effective way to reach colleagues across time zones.