

Samples from book

Letterhead of your organization

Two or more blank lines (adjust space to center letter on page)

Date of letter

Two or more blank lines (adjust space to center letter on page)

Address of reader

One blank line

Greeting

One blank line

Paragraph: single-spaced (indenting optional)

One blank line

Paragraph: single-spaced (indenting optional)

One blank line

Paragraph: single-spaced (indenting optional)

One blank line

Complimentary close

Three blank lines (for signature)

Typed name and title

One blank line

Typist's initials (optional: Writer's initials before typist's initials)

Computer file # (if applicable)

One blank line (optional)

Enclosure notation

One blank line (optional)

Copy notation

■ Figure 6-1 ■ Block style for letters

■ Figure 6-4 ■
Memo style

Facsimile reference
One or more blank lines
Date of memo
Reader's name (and position, if appropriate)
Writer's name (and position, if appropriate)
Subject of memo
One or more blank lines
Paragraph: Single-spaced (optional—first line indented)
One blank line
Paragraph: Single-spaced (optional—first line indented)
One blank line
Paragraph: Single-spaced (optional—first line indented)
One blank line
Typist's initials (optional—writer's initials before typist's initials)
One blank line
Enclosure notation
One blank line
Copy notation

■ **Model 6-6** ■

E-mail message
with use of
appropriate
headings,
separators, and
white space

Date: Tue, 7 Oct. 2012 09:25:30 -0800
To: Branch employees
From: Paul Carmichael <pcarmich@advantage.com>
Subject: October update
Mime-Version: 1.0

This is the October Electronic Update for Advantage, Inc. If you do not wish to receive this electronic update, send a message to

pcarmich@advantage.com

With the message in the subject line: Unsubscribe.

UPCOMING EVENTS

Project managers' meeting

October 21 —project managers meeting (notice the change of location):
Hereford building, room 209.

November department meetings

All departments will have their planning and reporting meetings on November 18 at noon, with a joint lunch in the main dining room and breakout sessions at 12:30. Meetings should conclude at 2 p.m.

December department meetings

NOTE CHANGE OF DATE: The December department meetings will be held on December 10 (second Wednesday), NOT December 17 (third Wednesday).

12 Peachtree Street
Atlanta GA 30056
404.555.7524

Logo

August 2, 2012

Professor Willard R Burton PhD
Department of Civil Engineering
Southern University of Technology
Paris GA 30007

Dear Professor Burton:

Thanks very much for your hospitality during my visit to your class yesterday. I appreciated the interest your students showed in my presentation on stress fractures in highway bridges. Their questions were very perceptive.

Expresses appreciation and provides lead-into body.

You may recall that several students requested further information on M-Global, so I have enclosed a dozen brochures for any students who may be interested. As you know, job openings for civil engineering graduates have increased markedly in the last five years. Some of the best opportunities lie in these three areas of the discipline:

Responds to question that arose at class presentation.

- Evaluation of environmental problems
- Renovation of the nation's infrastructure
- Management of construction projects

Uses bulleted list to emphasize information of value to professor's students.

These areas are three of M-Global's main interests. As a result, we are always searching for top-notch graduates from solid departments like yours.

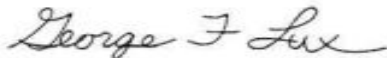
Adds unobtrusive reference to M-Global's needs.

Again, I enjoyed my visit back to Southern last Friday, Professor Burton. Please call when you want additional guest lectures by me or other members of M-Global's staff.

Closes with offer to visit class again.

Sincerely,

George F. Lux, P.E.



Enclosures

Includes reference to enclosures.



M-Global Inc | 127 Rainbow Lane | Baltimore MD 21202 | 410.555.8175

MEMO

DATE: December 4, 2012
TO: Technical Staff
FROM: Ralph Simmons, Technical Manager **RS**
SUBJECT: New employee to help with technical editing

Uses informative subject line.

Gives purpose of memo and highlights contents.

Uses side headings for easy reading.

Last week we hired an editor to help you produce top-quality reports, proposals, and other documents. This memo gives you some background on this change, highlights the credentials of our new editor, and explains what the change will mean to you.

PROBLEM: TIME SPENT EDITING AND PROOFREADING

At September's staff meeting, many technical staff members noted the excessive time spent editing and proofreading. For example, some of you said that this final stage of writing takes from 15 to 30 percent of the billable time on an average report. Most important, editing often ends up being done by project managers—the employees with the highest billable time.

Shows that the change arose from their concerns.

Adds evidence from outside observer.

Despite these editing efforts, many errors still show up in documents that go out the door. Last month I asked a professional association, the Engineers Professional Society (EPS), to evaluate M-Global-Boston documents for editorial correctness. (EPS performs this service for members on a confidential basis.) The resulting report showed that our final reports and proposals need considerable editing work. Given your comments at September's meeting and the results of the EPS peer review, I began searching for a solution.

SOLUTION: IN-HOUSE EDITOR

Gives important information about Ron in first sentence.

Establishes his credibility.

To come to grips with this editing problem, the office just hired Ron Perez, an experienced technical editor. He'll start work January 3. For the last six years, Ron has worked as an editor at Jones Technical Services, a Toronto firm that does work similar to ours. Before that he completed a master's degree in technical writing at Sage University in Buffalo.

Refers to attachment.

At next week's staff meeting, we'll discuss the best way to use Ron's skills to help us out. For now, he will be getting to know our work by reviewing recent reports and proposals. Also, the attached list of possible activities can serve as a springboard for our discussion.

CONCLUSION

Focuses on benefit of change to reader.

By working together with Ron, we'll be able to improve the editorial quality of our documents, free up more of our time for technical tasks, and save the client and ourselves some money.

Restates next action to occur.

I look forward to meeting with you next week to discuss the best use of Ron's services.

Enclosure

Copy: Ron Perez



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12 Post Street
Houston Texas 77000
713.555.9781

July 23, 2012

The Reverend Mr John C Davidson
Maxwell Street Church
Canyon Valley Texas 79195

Dear Reverend Davidson:

Thanks for your letter asking to reschedule the church project from mid-August to another, more convenient time. Yes, we'll be able to do the project on one of two possible dates in September, as explained below.

← Mentions letter that prompted this response. Gives good news *immediately*.

As you know, M-Global originally planned to fit your foundation investigation between two other projects planned for the Canyon Valley area. In making every effort to lessen church costs, we would be saving money by having a crew already on-site in your area—rather than having to charge you mobilization costs to and from Canyon Valley.

← Reminds reader of rationale for original schedule—cost savings.

As it happens, we have just agreed to perform another large project in the Canyon Valley area beginning on September 18. We would be glad to schedule your project either before or after that job. Specifically, we could be at the church site for our one-day field investigation on either September 17 or September 25, whichever date you prefer.

← Offers two options—both save the church money.

← Shows M-Global's flexibility.

Please call me by September 2 to let me know your scheduling preference for the project. In the meantime, have a productive and enjoyable conference at the church next month.

← Makes clear what should happen next.

Sincerely,

Nancy Slade

Nancy Slade, P.E.
Project Manager

NS/mh
File #34678



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MEMO

DATE: August 1, 2012
TO: All Employees
FROM: Gini Preston, Director of Copy Services
SUBJECT: Copy Center Changes

With the purchase of two new copiers and a folder, the Copy Center is able to expand its services. At the same time, we have had to reduce the paper stock that we keep on hand because of space limitations. This memo highlights the services and products now available at the Copy Center.

1. **Color copies:** With our new equipment, color copies do not require additional time to process. However, because color copies are expensive, please limit your use of them. If you have a document that includes both color and black-and-white pages, submit them as separate jobs so that the color copier is used only for color copies.

2. **Special stock:** The Copy Center now stocks only two colors of paper in addition to white paper: blue and goldenrod. Cover stock is available only in white and blue. We continue to stock transparencies. Although we are no longer stocking other kinds of paper, we are still able to meet requests for most special stock:

- **Stocks available with 24-hour notice:** We can purchase 11-by-17-inch paper, cover stock and regular stock in a variety of colors, and specialized paper such as certificates and NCR (carbonless copy) paper. Departments will be charged for all special stock.
- **Coated stock:** Our copiers do not produce quality copies on coated stock (paper or cover stock with a slick coating, like magazine paper). We will continue to outsource jobs that use coated stock to KDH Printing. Please allow at least one week for jobs that use coated stock.

3. **Bindery services:** With our new equipment, collating and stapling of large jobs no longer require additional time. The following bindery services are also available in-house but may require additional time:

- Perfect and spiral binding
- Folding
- Cutting and hole punching. (The paper cutter and paper drill can be used on up to 500 sheets at a time.)

The new equipment will be available August 15. Your efforts to make the most efficient use of Copy Center resources help improve the quality of your documents and the productivity of the company.

Feel free to call me at ext. 567 if you have any questions.



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Gives brief purpose statement and overview of contents.

Emphasizes need for special handling of requests for special paper.

Makes it clear when changes will take place.

Invites contact.

Puts this memo in context of all benefits changes.

Emphasizes point of agreement—concerns about costs. Describes problem that led to need for change.

Gives overview of program.

Uses list to highlight three main elements of PAC.

Uses heading to focus on main concern of reader—quality of care.

Indicates that similar programs have worked well elsewhere.

Leaves reader with clear sense of next step.

MEMO

DATE: May 2, 2012
TO: All Employees of Cleveland Office
FROM: Timothy Fu, Personnel Director TF
SUBJECT: New Cost Containment Measure for Health Care

The next fiscal year will bring several changes in the company's fringe benefit plan. Later this month, you'll receive a complete report on all adjustments to go into effect July 1. For now, this memo will outline one major change in health care. Specifically, M-Global will adopt a cost containment program called PAC—intended to help you and the company get more health care for the dollar.

WHAT IS PAC AND HOW DOES IT WORK?

Health costs have risen dramatically in the last 10 years. The immediate effect on M-Global has been major increases in insurance premiums. Both you and the company have shared this burden. This year M-Global will fight this inflationary trend by introducing a new cost containment program called PAC—Pre-Admission Check.

Started by Healthco, our company medical supplier, PAC changes the procedure by which you and your dependents will be recommended for hospitalization. Except in emergencies, you or your physician will need to call the PAC hotline before admission to the hospital. The PAC medical staff will do the following:

1. Review the length of stay recommended by your physician, to make sure it conforms to general practice
2. Request a second opinion if the PAC staff believes that such an opinion is warranted
3. Approve final plans for hospitalization

If your physician recommends that you stay in the hospital beyond the time originally planned, he or she will call PAC for authorization.

WILL PAC AFFECT THE LEVEL OR QUALITY OF HEALTH CARE?

No. PAC will in no way restrict your health care or increase your personal costs. Quite the contrary, it may reduce total costs considerably, leading to a stabilization of the employee contributions to premiums next year. The goal is to make sure physicians give careful scrutiny to the length of hospital stays, staying within the norms associated with a particular illness unless there is good reason to do otherwise.

Programs like PAC have worked well for many other firms around the country; there is a track record of lowering costs and working efficiently with physicians and hospitals. Also, you will be glad to know that Healthco has the firm support of its member physicians on this program.



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MEMO TO: all employees
MAY 2, 2012
Page 2

WHAT WILL HAPPEN NEXT?

As mentioned earlier, this change goes into effect with the beginning of the new fiscal year on July 1. Soon you will receive a report about this and other changes in benefits. If you have any questions before that time, please call the Corporate Benefits Department at ext. 678.

TO: Lab, Marketing, and Administrative Staff in U.S. Offices
FROM: Janice Simmons, Benefits Manager
SUBJECT: Training Funds for Fiscal Year 2012
DATE: January 2, 2012

Happy New Year to all of you! I hope you had a good break. I'm writing to announce some guidelines for approved training for the next 12 months—including an increased reimbursement. Please read on to see how these changes affect all lab, marketing, and administrative staff.

1. Lab Staff

Maximum Reimbursement: \$3,000 (up from \$2,000) Approval Process: Discuss with your manager 21 days before trip Trip Purpose: To improve lab procedures

2. Marketing Staff

Maximum Reimbursement: \$4,000 (up from \$3,500) Approval Process: Discuss with your manager 21 days before trip Trip Purpose: To learn new sales techniques

3. Administrative Staff

Maximum Reimbursement: \$4,500 (up from \$4,000) Approval Process: Discuss with your manager 21 days before trip Trip Purpose: To improve productivity of office procedures

In the past most employees have failed to make use of their maximum training allotment. I encourage all of you to seek training opportunities that fit the guidelines listed above.

Please note the required 21-day lead time in the approval process!

Just send me an e-mail if you have any questions about the procedure.



Begins with casual, friendly tone.

Includes clear purpose statement and three topics to be covered.

Supplies details about topics mentioned in first paragraph.

Uses list and parallel structure for easy reading.

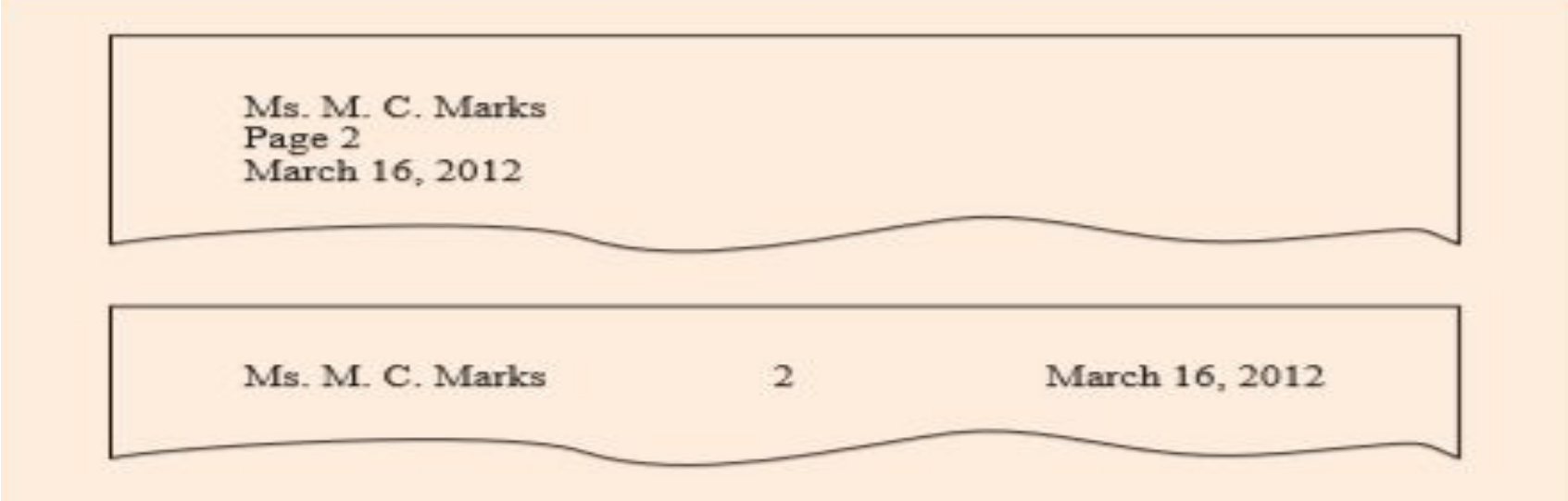
Uses short paragraphs.

Concludes with reminder about an important part of the procedure.

Encourages them to contact her if there are questions.

Continuing Pages

- If a letter requires a second page (or, in rare cases, more), always carry at least two lines of the body text over to that page.
- Use plain (non-letterhead) paper of quality equivalent to that of the letterhead stationery for the second page.
- It should have a header with the recipient's name, the page number, and the date. Place the header in the upper left-hand corner or across the page.



Ms. M. C. Marks
Page 2
March 16, 2012

Ms. M. C. Marks

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March 16, 2012

