**Email/Memos:**

Identify:

Purpose

Audience

Channel

**Email:**

Used for important meetings, calendar invites, surveys, feedback, Newsletter, Company policy changes, announcements, Status reports

* Used for brief messages
* Can inform, persuade, explain, describe, and entertain
* Could be used for 1-1 or 1..\* communication
* Custom or automated form

Email Formatting:

* To
* From
* Date
* Subject
* Carbon Copies: CC
* Blind Carbon Copies: BCC
* Body
* Attachment

\*\*Bold is okay but no Capital case or Italicized characters

**Memos**

* Intended to inform
* 1..\* communication
* Just the facts
* Internal
* Officiall messages

Characteristics:

* Audience orientation
* Professional

**Letters:**

Used to persuade, inform

1-1 communication

Invitations, internal letter companies, collections, acceptance letters, love letters, recommendation letter, references, adjustment letter