



Business writing in action

SESSION IV: GROUPS & TEAMS (IN) ACTION



LEARNING OBJECTIVES

By the end of this section, you will be able to:

1. Discuss the role of text messaging in business communication.
2. Write effective emails for both internal and external communication.
3. Discuss the purpose and format of a memo.

1. Email

- Electronic mail, usually called e-mail
- It may be used like text, or synchronous chat, and it can be delivered to a cell phone.





How to write an effective email?



How to write an effective email?

1. Proper salutations should demonstrate respect and avoid mix-ups in case a message is accidentally sent to the wrong recipient.

For example, use a salutation like “Dear Ms. X” (external) or “Hi Barry” (internal).



How to write an effective email? (Cont)

2. Subject lines should be clear, brief, and specific. This helps the recipient understand the essence of the message.

For example, “Proposal attached” or “Your question of 10/25.”

How to write an effective email? (Cont)

3. Close with a signature.

Identify yourself by creating a signature block that automatically contains your name and business contact information.

Sincerely,

FALCON ACCOUNTING

Jamie Falcon

(Ms.) Jamie Falcon, President



How to write an effective email? (Cont)

4. Avoid abbreviations. An e-mail is not a text message, and the audience may not find your wit cause to ROTFLOL (roll on the floor laughing out loud).

5. Be brief. Omit unnecessary words.

How to write an effective email? (Cont)

6. Use a good format

Include line breaks between sentences or divide your message into brief paragraphs for ease of reading.

A good e-mail should get to the point and conclude in three small paragraphs or less

How to write an effective email? (Cont)

7. Reread, revise, and review.

8. Reply promptly

9. Use “Reply All” sparingly

10. Avoid using all caps.

How to write an effective email? (Cont)

11. Test links. If you include a link, test it to make sure it is complete.

12. E-mail ahead of time if you are going to attach large files to prevent exceeding the recipient's mailbox limit or triggering the spam filter.

13. Give feedback or follow up.

Activity

Find an example of an e-mail that you wish you had never sent or received.

Rewrite it to eliminate the characteristics that you find problematic.

Share it with your classmates.

2. Memorandums and Letters

- **Memos:** (or memorandum, meaning “reminder”) is normally used for communicating policies, procedures, or related official business within an organization.
- **Letters** are brief messages sent to recipients that are often outside the organization.

The Memo

Speed



Formality



Current Purposes:

- To communicate within an organization, usually to a large group of people.
- To broadcast a message (rather than have a conversation).



2.1 Memo Format

- **Use**
 - To:
 - From:
 - Date:
 - Subject:
- **Writer signs** or writes initials near keyed name in the heading

To: All Employees
From: Larry Ogawa, President, University of State
Date: February 14, 2009
Subject: Future Expenditure Guidelines

After careful deliberation, I have determined it is necessary to begin the initial steps of a financial stewardship program that carries UState through what appears to be a two-year cycle of a severe state shortfall in revenue and subsequent necessary legislative budget reductions.

Beginning February 9, 2009, the following actions are being implemented for the General Fund, Auxiliary Fund, and Capital Fund in order to address the projected reductions in our state aid for the remainder of this year 2008–09 and for next year 2009–10.


1. Only purchases needed to operate the university should be made so that we can begin saving to reduce the impact of 2009–10 budget reductions.
2. Requests for out-of-state travel will require approval from the Executive Committee to ensure that only necessary institutional travel occurs.
3. Purchases, including in-state travel and budget transfers, will require the appropriate vice president's approval.

Please understand that we are taking these prudent steps to create savings that will allow UState to reduce the impact of projected cuts in expected 2009–10 legislative reductions. Thank you for your cooperation, and please direct any questions to my office.

How to write effective Business Memos

1. Audience Orientation
2. Professional, Formal Tone
3. Subject Emphasis
4. Direct Format
5. Objectivity

2.2 Elements of a Business Letter

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1. Return Address
 2. Date
 3. Reference (Re:)
 4. Delivery (Optional)
 5. Recipient Note (Optional)
 6. Salutation
 7. Introduction
 8. Body
 9. Conclusion
 10. Close
 11. Signature
 12. Preparation Line
 13. Enclosures/ Attachments
 14. Courtesy Copies or “CC”
 15. Logo/ Contact Information

(1 inch margins on all sides of the letter)

1. **Return Address:** (if not in letterhead logo)

2. **Date:** 01/01/201X

3. **Reference—Re:** How to write a letter

4. **Delivery** (optional): USPS Certified Mail #123456789

5. **Recipient Note** (optional): Confidential

6. **Salutation:** Dear Student X:

7. **Introduction:** This letter is to inform you that the myth of a paperless office, where you will not be required to produce hard copy letters on letterhead, is a myth.

8. **Body:** While e-mail has largely replaced letter writing for many applications, there remain several reasons for producing a hard copy letter. The first reason is that you are required to write it for this class, as many employers still produce letters as a normal part of business communication, including documentation. Next, we must consider that paper sales in business have increased across the last decade, showing no signs of the decrease we would associate with the transition to the paperless office. Finally, business letters serve many functions, and your proficiency in their efficient and effective production will contribute to your personal and professional success.

9. **Conclusion:** Letter writing is a skill that will continue to be required in the business environment of today and tomorrow.

10. **Close:** Sincerely,

11. **Signature Line:** Scott McLean

12. **Preparation Line:** GSM/ep

13. **Enclosures:** (optional, if needed)

14. **Courtesy Copies:** cc: Jenn Yee

15. **Logo/Contact Information:**



13 N. Mill Street
Nyack, NY 10960

Strategies for Effective Letters

remember that a letter has five main areas:

1. The heading, which establishes the sender, often including address and date
2. The introduction, which establishes the purpose
3. The body, which articulates the message
4. The conclusion, which restates the main point and may include a call to action
5. The signature line, which sometimes includes the contact information

To communicate
effectively and
project a
positive image

- be clear, concise, specific, and respectful;
- each word should contribute to your purpose;
- each paragraph should focus on one idea;
- the parts of the letter should form a complete message;
- the letter should be free of errors.

Exercises

1. Create a draft letter introducing a product or service to a new client.
Post and share with classmates.
2. Write a memo informing your class that an upcoming holiday will be observed. Post and share with classmates.

