

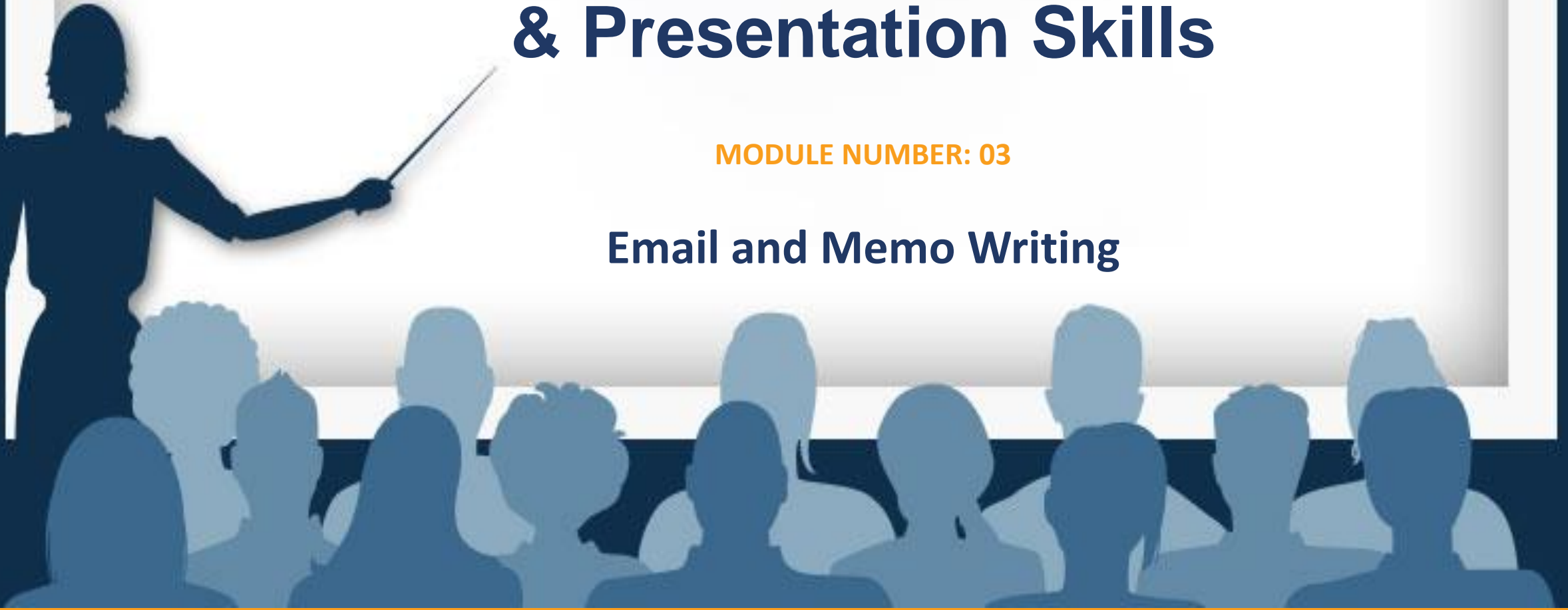
SOFT SKILLS AND APTITUDE



Business Communication & Presentation Skills

MODULE NUMBER: 03

Email and Memo Writing



Email and Memo Writing



OBJECTIVES

1

Outline the importance of emails

2

Summarise the use of memos

3

Employ the dos and don'ts of effective email writing



Table of Contents



Email and Memo Writing

- Importance of email and memo writing in the business world
- Format of emails and memos

1. Emails have become the most preferred form of written communication in the business world. The speed at which mails are exchanged is perhaps the factor that tilts the scale in their favour. In the world of business, emails help bridge the time divide across the globe, converting the entire world into buzzing thriving hub of activity 24/7.
2. Memos too have their own place and importance in business communication. Being confined to intra office communication, they are often sent in the form of emails.





- Emails are widely used both for personal and professional communication
- They follow a proper format
- When sending an email, it is necessary to ensure it is grammatically correct and also contains politically correct language
- There is an email etiquette that is to be followed

Email Writing – Importance

- Being fast and reliable they are the trusted source of electronic communication
- Emails create a virtual paper trail making it easy to retrieve information
- It streamlines communication making it possible to convey important information in real time
- It helps organisations convey information about their products and services effectively and efficiently and at a low cost
- It also enables quick responses



Structure of an Email

An email has three parts:

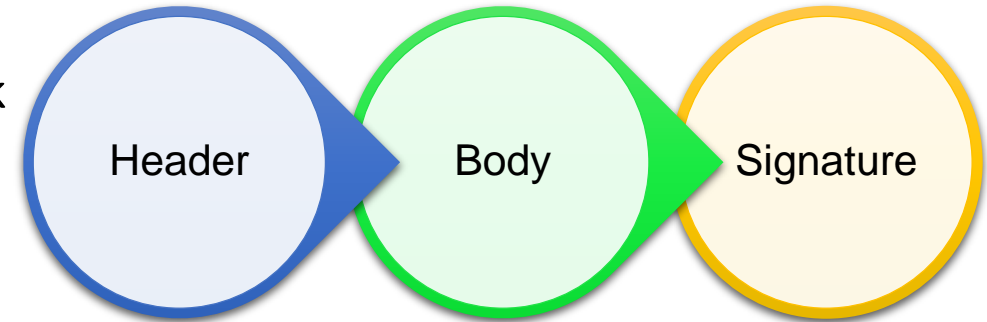
- Header
- Body of the message
- Signature block



Structure of an Email

An email has three parts:

The header, the body of the message and the signature block

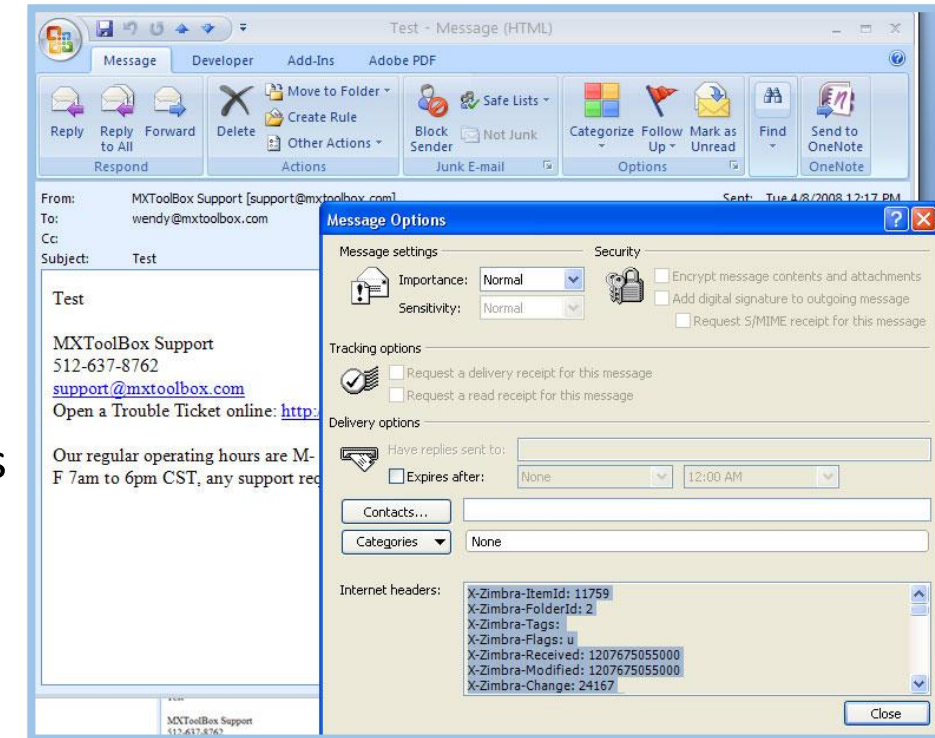


The **header** provides the following details:

- 1) **Subject** – The subject line is the topic of the message summarised in one sentence. It tells the reader in an instant what the message is about. It is written in less than 8 words and does not necessarily need to be a complete sentence. Using an appropriate subject line will ensure it evades spam-scanners
- 2) **Sender (From:)** – This field specifies the sender's email details. It is similar to the sender's address in a letter. It is also the default 'reply to' address.
- 3) **Date and time received (On)** – This indicates the date and time the message was received

Structure of an Email

- 1) **Reply-to** – This indicates the mail address to which the reply will be sent. Although this is auto-generated, it can be changed.
- 2) **Recipient (To:)** – This is the name of recipient of the email as stored by the sender in his/her contacts list.
- 3) **Recipient email address** – The email address of the recipient is indicated here.
- 4) **Attachments** – Any attachments to the email are specified and attached here. Attachments may be in the form of documents, PPTs, videos, audio files, etc.

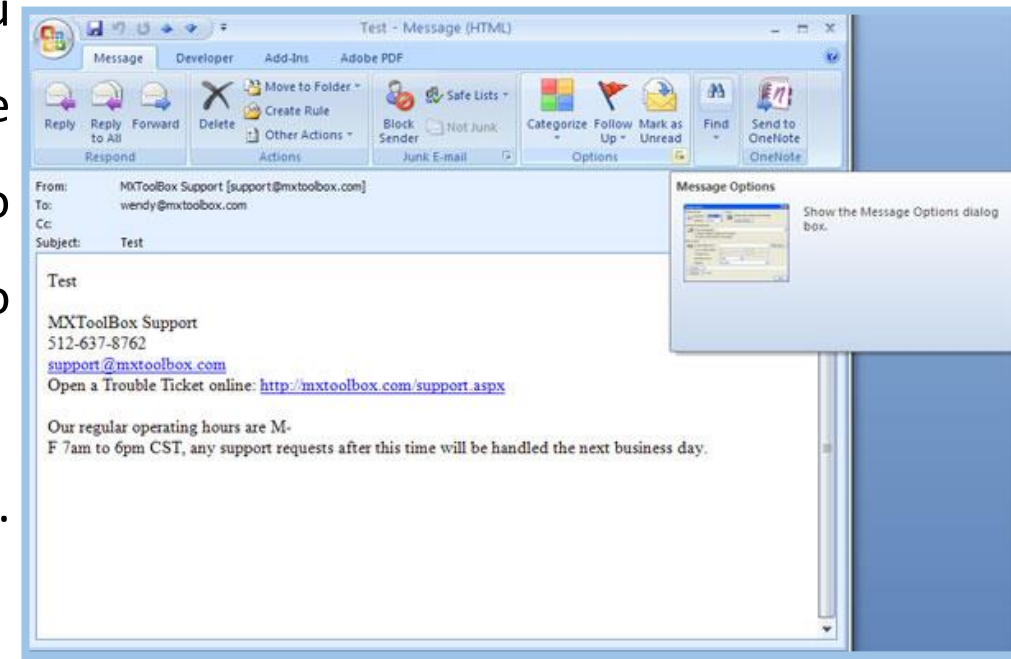


Structure of an Email

The **body** of the email contains the actual content of the message. It begins with a salutation. The rest of the content is neatly typed into short paragraphs to facilitate reading. If you are writing to a person for the first time, it is better to introduce yourself and then state the reason for the email. Remember to include a call to action if you expect the recipient to do something about the email.

Sign off by expressing gratitude. Reiterate the call to action. Then sign off.

The signature block will contain the full name of the sender, designation (if it is a business email), name of the organisation, phone numbers, and website url.



Structure of an Email

Before you send, check the following:

Spelling and grammar, any typos

Formatting

Subject Line

Uniform font size (10 – 12 point size)

Recipient's email id

Attachments, if any

Sample Email Template

Subject Line of Email Message: Store Manager Position – Your Name

Email Message:

Salutation:

Dear Mr./Ms. Last Name or Dear Hiring Manager,

First Paragraph:

The first paragraph of your letter should include information on why you are writing. Be clear and direct – if you are applying for a job, mention the job title. If you want an informational interview, state that in your opening sentences.

Middle Paragraph:

The next section of your email message should describe what you have to offer the employer or, if you're writing to ask for help, what type of assistance you are seeking.

Final Paragraph:

Conclude your cover letter by thanking the employer for considering you for the position or your connection for helping with your job search.

Email Signature

FirstName LastName

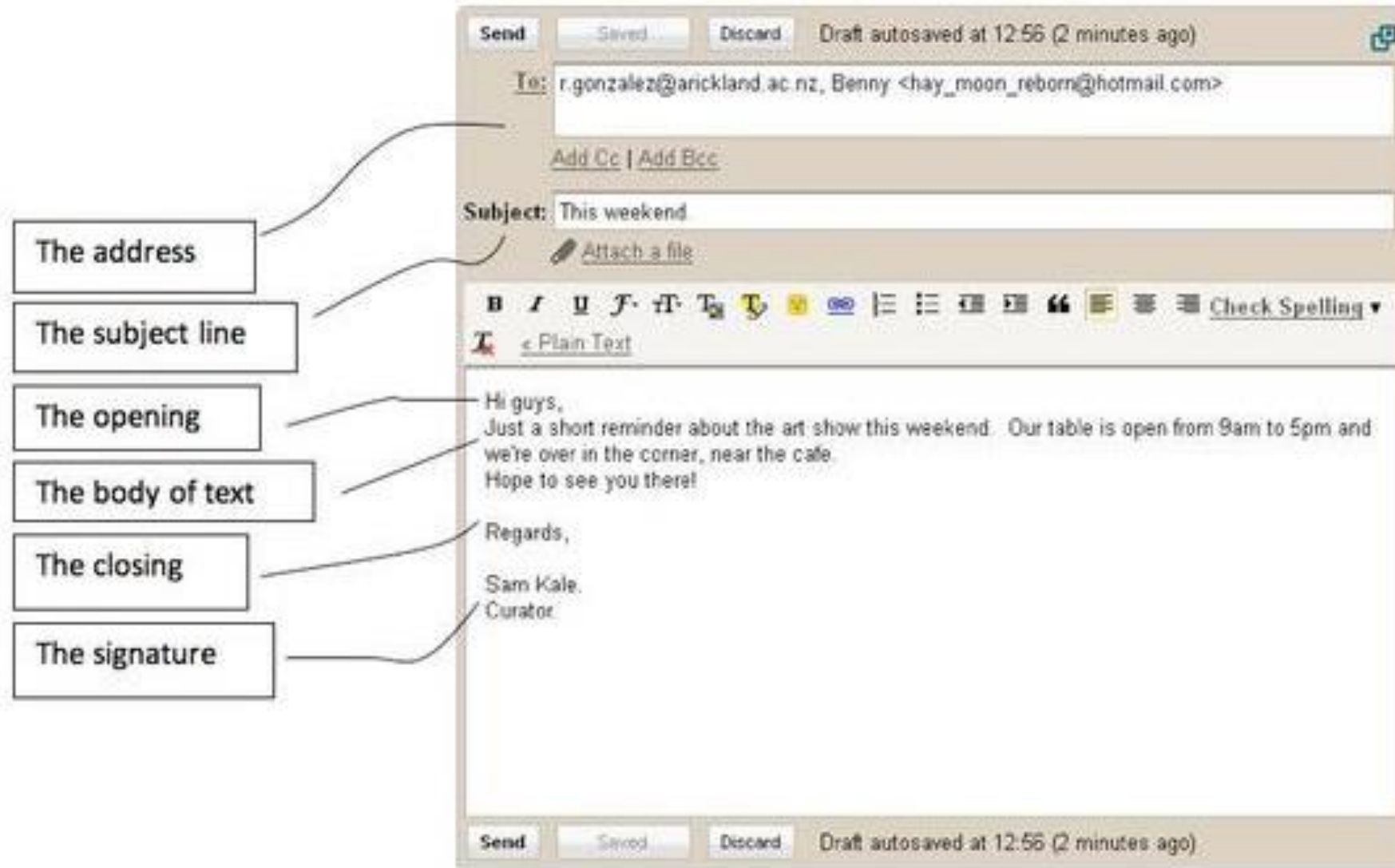
Email Address

Phone

LinkedIn Profile (Optional)

Source: <https://www.thebalancecareers.com/how-to-format-an-email-message-2061888>

Parts of an Email



Dos of Email Writing



1

Have a clear subject line

2

Use a professional salutation

3

Use a pleasant and friendly tone

4

Use short sentences and paragraphs

5

Include your signature

6

Proofread your message

Dos of Email Writing



7

Reply to all your mails

8

Keep private matters confidential

9

Keep the email short and to the point

10

Use the 'reply all' option sparingly

11

Remember to send attachments when necessary

Don'ts of Email Writing



1

Use all CAPITAL LETTERS

2

Use emoticons in official emails

3

Respond when you're tired, sad or angry

4

Assume the recipient knows what you are referring to

5

Use humour in official mails

Don'ts of Email Writing



6

Use emails to convey a negative message

7

Send unnecessary attachments

8

Use email to send confidential information

9

Share your login credentials

10

Use official email id for personal purposes



Activity 1 – Email Writing (group activity)

Duration: 60 minutes

Activity



The class will be divided into 10 groups. Two groups are to be paired for this activity. Of each paired group, one group will write an email for 3 of the following scenarios. The other group of the pair will write the responses to the emails.

1. Write an email to your friend who lives abroad inviting her/him to spend *diwali* with you. Add details such as festivities, activities, etc., you both can indulge in.
2. Write an email to the customer care centre of Toshiba, complaining that the AC you purchased from them two months ago is not working. Give details of purchase. Request a refund.
3. Write an email to the head of the museum in our city, requesting a guided tour of the museum for your class.
4. Write an email to the manager of Zeus Bank asking for details of an unauthorised debit of Rs 65,000 on your account.
5. Write an email to the head of a mobile phone factory requesting permission for a study tour.
6. Write an email to the Chairman, Board of Governors, IIT – Delhi, requesting an eminent academician to visit your college and give a guest lecture.

Faculty to note: Each group will create an email id from which they will send the emails. The faculty will also create ONE email id at which to receive the emails.

Memo Writing

A memo is a short official document conveying information.

It can be communicated in electronic form through an email

At times memos are sent in the form of a letter



Parts of a Memo

A memo comprises the following:

Organisation name

Memo Title

Attachments

Summary

To and From details

Date

Subject

Message – Introduction, Discussion, Conclusion

Distribution list

Writer's initials



Sample Memo

Memo Title: <Meeting with Hasta La Vista for Interior Decor>

Attachments: <Company Brochure and Quotation List>

Summary – Meeting representatives of Hasta La Vista for the purpose of interior decoration of our office premises.

To: <Mohtahsim M., Kiran K. Panigrahi, Gopal K Verma, Manisha Shejwal, Anaadi>

From: <Vineet Nanda>

Date: 23/04/2015

Subject: Meeting with Hasta La Vista today at 6:00PM in Meeting Room- 1

As per our earlier discussion dated 12/01/2015, we were planning to renovate the interior of our office. The decision taken at the end of that meeting was to contact an interior décor firm.

Hasta La Vista is a Hyderabad-based interior décor organization and it is one of the fastest growing firms in the business.

We are planning to hire their services for the purpose of interior decoration of our office premises. We will be meeting their representatives today at 6:00PM in Meeting Room-1.

Looking forward to your active participation. Thank you.

V.N.

Source:

https://www.tutorialspoint.com/business_writing_skills/memo_writing.htm



Activity 2 – Memo Writing (group activity)

Duration: 45 minutes



The class is split into groups of 5 members each. Each group will write a memo on any two of the following topics:

1. Write a memo to the employees in the office announcing a competition for designing a company logo at the 'Best Company Logo' event. The name of the company is Jumpin' Beans.
2. Write a memo inviting employees of the office for a meeting to brainstorm for a fundraising event.
3. Write a memo to inform employees not to litter the parking area with cigarette butts and food wrappers. Inform them that stringent action will be taken and a fine/penalty will be imposed.



Self Assessment Question

1. The topic of the email message is summarised in the _____
- a. salutation
 - b. subject
 - c. reply to
 - d. conclusion

Answer: Subject



Self Assessment Question

2. The call to action is expressed in the _____

- a. salutation
- b. subject
- c. body
- d. sign off

Answer: Body



Self Assessment Question

3. This is a common form of intra office communication.

- a. Email
- b. Letter
- c. Memo
- d. Advertisement

Answer: Memo



Document Links

Topics	URL
Learn How to Format an Email Message	https://www.thebalancecareers.com/how-to-format-an-email-message-2061888
How to Write and Send Professional Email Messages	https://www.thebalance.com/how-to-write-and-send-professional-email-messages-2061892
Memo Writing	https://www.tutorialspoint.com//business_writing_skills/memo_writing.htm
Memo Writing Examples & Samples	https://www.examples.com/education/memo-writing.html



Video Links

Topics	URL
Email Writing - Beginners to Experts	https://www.youtube.com/watch?v=fMV7fFh_ZuM
Writing an email	https://www.youtube.com/watch?v=aO3Det4ir8U
How to Write a Business Memo	https://www.youtube.com/watch?v=HFXCUgRBpvw



Handouts

Topics	URL
Basic Structure of an Email	https://www.cmu.edu/gcc/handouts/email-structure-handout-pdf

*Thank
You*