

ENGLISH FOR BUSINESS COMMUNICATION

BUA 2135



MEMO

Memo is recorded briefly used within an organization or company. May be a text reminder or inform you of a small and may be sent to the person or the employees by mixed

.Memo is a form of both formal and informal, but the company will choose to use. A short message to warn or tell each other within the

.To read Memo point, we must first know the structure of Memo there? And topics where do we should make much



PREPARING TO WRITE YOUR BUSINESS MEMO [1]

- Decide if a memo needs to be sent.
- Identify your purpose for writing.
- Narrow your topic.
- Consider your audience.

DECIDE IF A MEMO NEEDS TO BE SENT [1]

- Decide if a memo needs to be sent. If you need to update several people on your team about an important business matter, then sending a memo is an excellent idea. You may even want to send one if you're communicating with just one person if, for example, you want or need to have a written record of your correspondence.
- However, in some cases, it may be more efficient to just talk directly to those you need to.
- Also, some information may be too sensitive to send out in a memo

IDENTIFY YOUR PURPOSE FOR WRITING [1]

- Identify your purpose for writing. Depending upon your specific purpose, the content and organization of your memo may change. Most types of memos are written for the following reasons:
- To propose an idea or solution. For example, if you think you know how the scheduling problems for overtime can be worked out, you may want to write up your ideas in a memo, and send it to your superior(s).
- To issue an order. For example, sending a memo can be an efficient way to assign responsibilities for an upcoming conference that your department is hosting.
- To provide a report. You may also want to send a memo in order to update your colleagues about an event that's recently occurred, give an update on a project, provide a progress report, or report the findings of an investigation.

NARROW YOUR TOPIC [1]

- Narrow your topic. You may be juggling a lot of projects and be tempted to send a memo updating your colleagues, superiors, or clients on everything you're currently working on. Keep in mind though, that business memos should be focused on just one issue.
- They should be concise, clear, and easy to read quickly by busy individuals; thus, you don't want important information to be overlooked. Keeping the memo focused will help ensure that your message is received and understood

CONSIDER YOUR AUDIENCE [1]

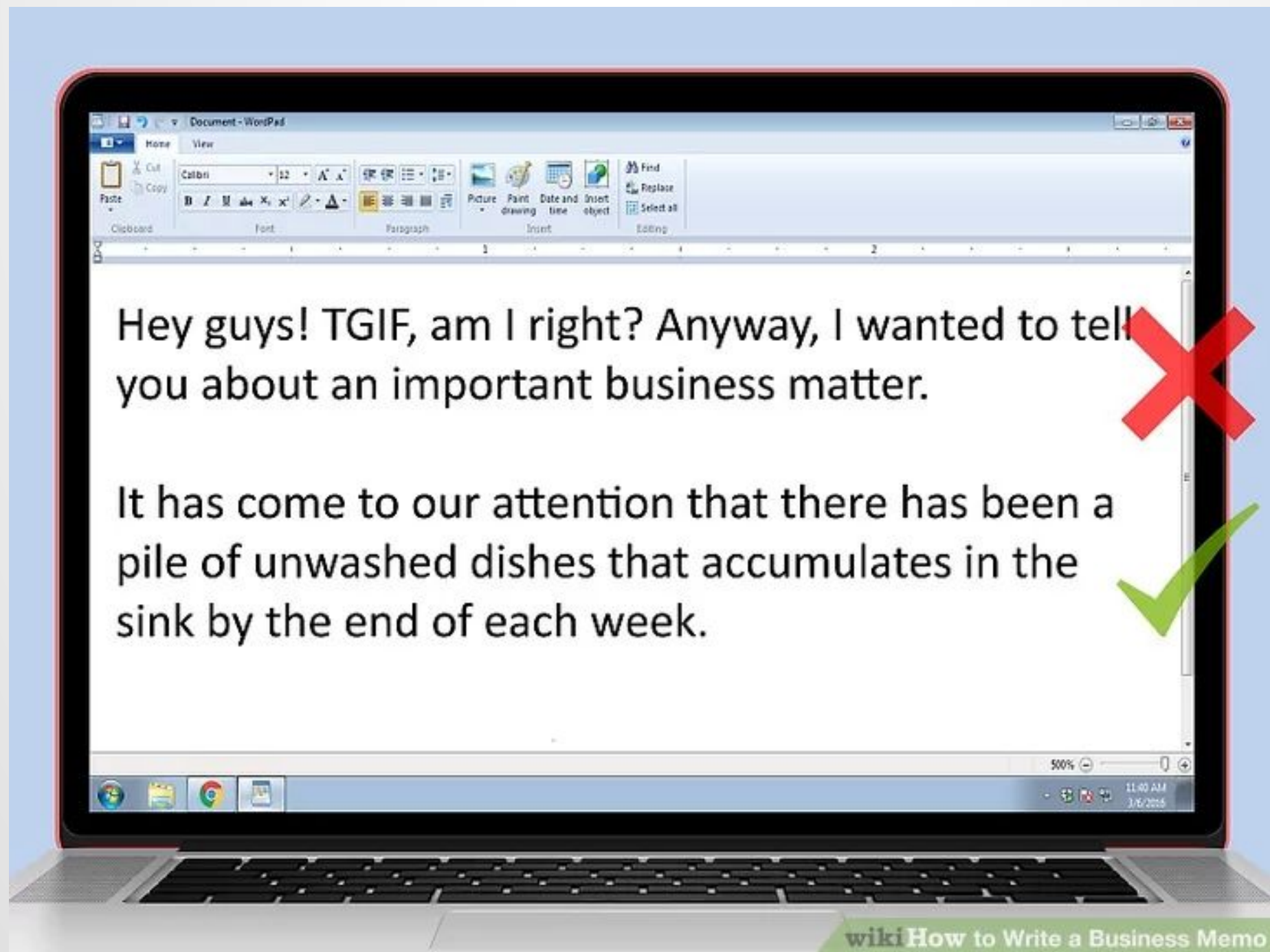
- Consider your audience. The content, style and tone of your business memo will all be affected by the intended audience, so think carefully about everyone who will receive your memo.[2]
- For example, you'll write a different type of memo if you're writing to your colleagues about planning a surprise party for the people in the office with summer birthdays, as compared to when you're writing your supervisor about the results of your months-long investigation.

MAKING LANGUAGE AND FORMATTING CHOICES [1]

- Avoid language that is too casual
- Avoid using emotional language
- Use signal phrases
- Choose an appropriate font style and size
- Use standard margins for your memo
- Single-space your document

AVOID LANGUAGE THAT IS TOO CASUAL [1]

- Avoid language that is too casual. Generally speaking, your language should be straightforward and simple, yet professional. You should avoid taking too conversational of a tone in your memo.
- For example, avoid writing things like “Hey guys! TGIF, am I right? Anyway, I wanted to tell you about an important business matter.”
- Instead, get right to the point: “I'm writing to provide everyone with a progress report for Project Z”.

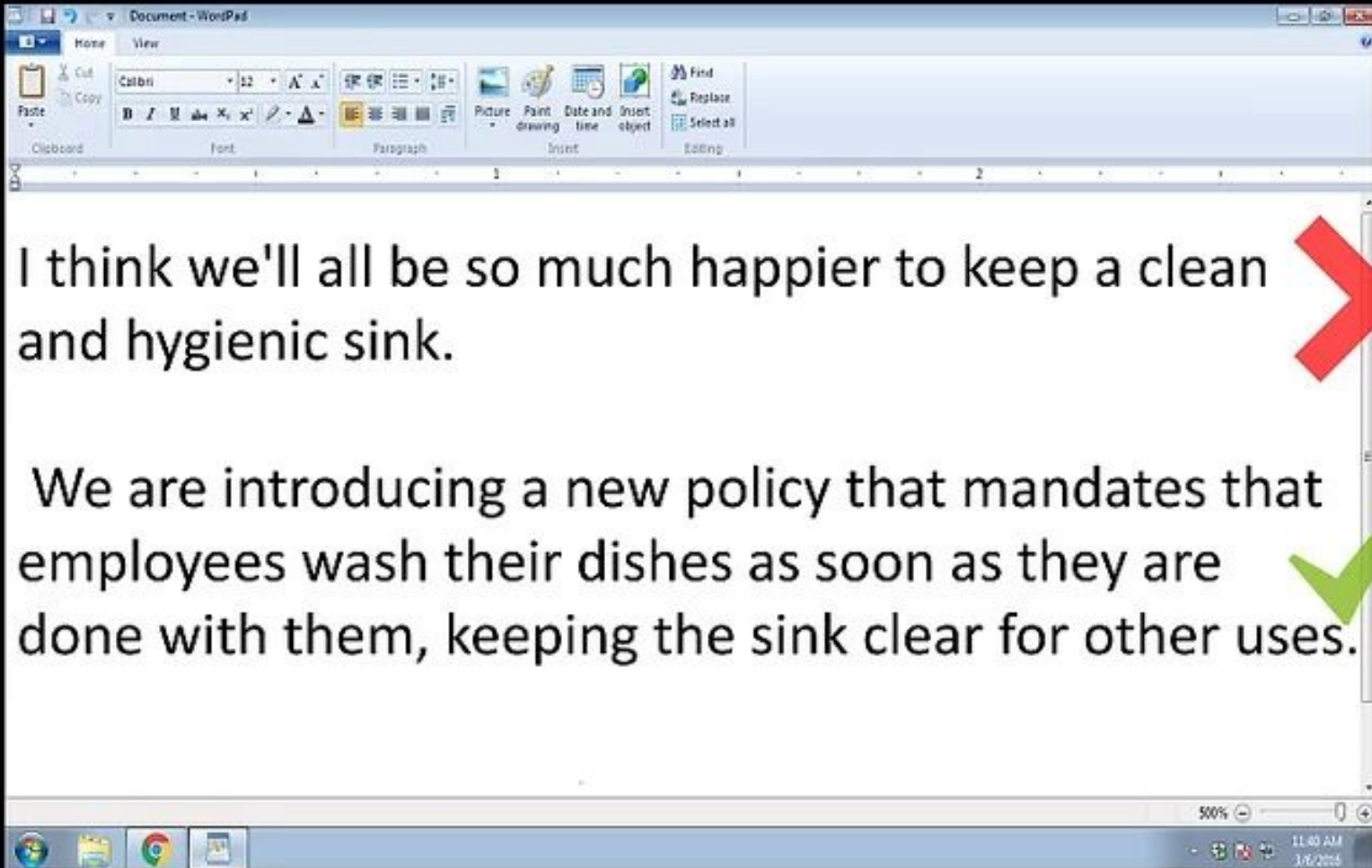


Hey guys! TGIF, am I right? Anyway, I wanted to tell you about an important business matter.

It has come to our attention that there has been a pile of unwashed dishes that accumulates in the sink by the end of each week.

AVOID USING EMOTIONAL LANGUAGE [1]

- Avoid using emotional language. It's also best to try to take a neutral tone when you write and avoid using emotionally-charged language. Do your best to refer to facts and evidence to support your claims.
- For example, avoid claims like “I think we'll all be so much happier if we're allowed to dress casually on Friday.”
- Instead, research to see if there are any studies on whether office morale increases when employees are allowed more autonomy in their choice of attire, and cite that in your memo.

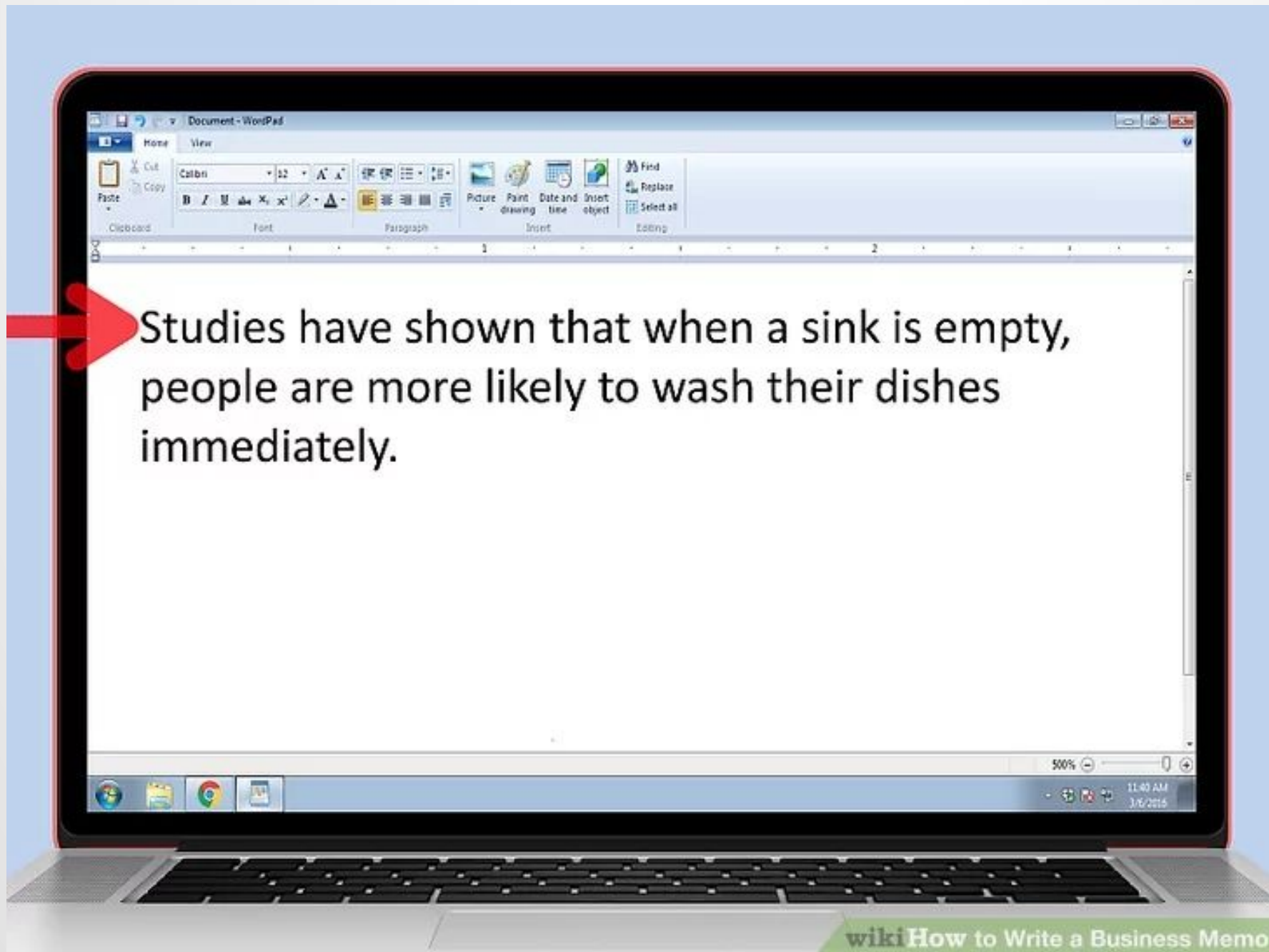


I think we'll all be so much happier to keep a clean and hygienic sink.

We are introducing a new policy that mandates that employees wash their dishes as soon as they are done with them, keeping the sink clear for other uses.

USE SIGNAL PHRASES [1]

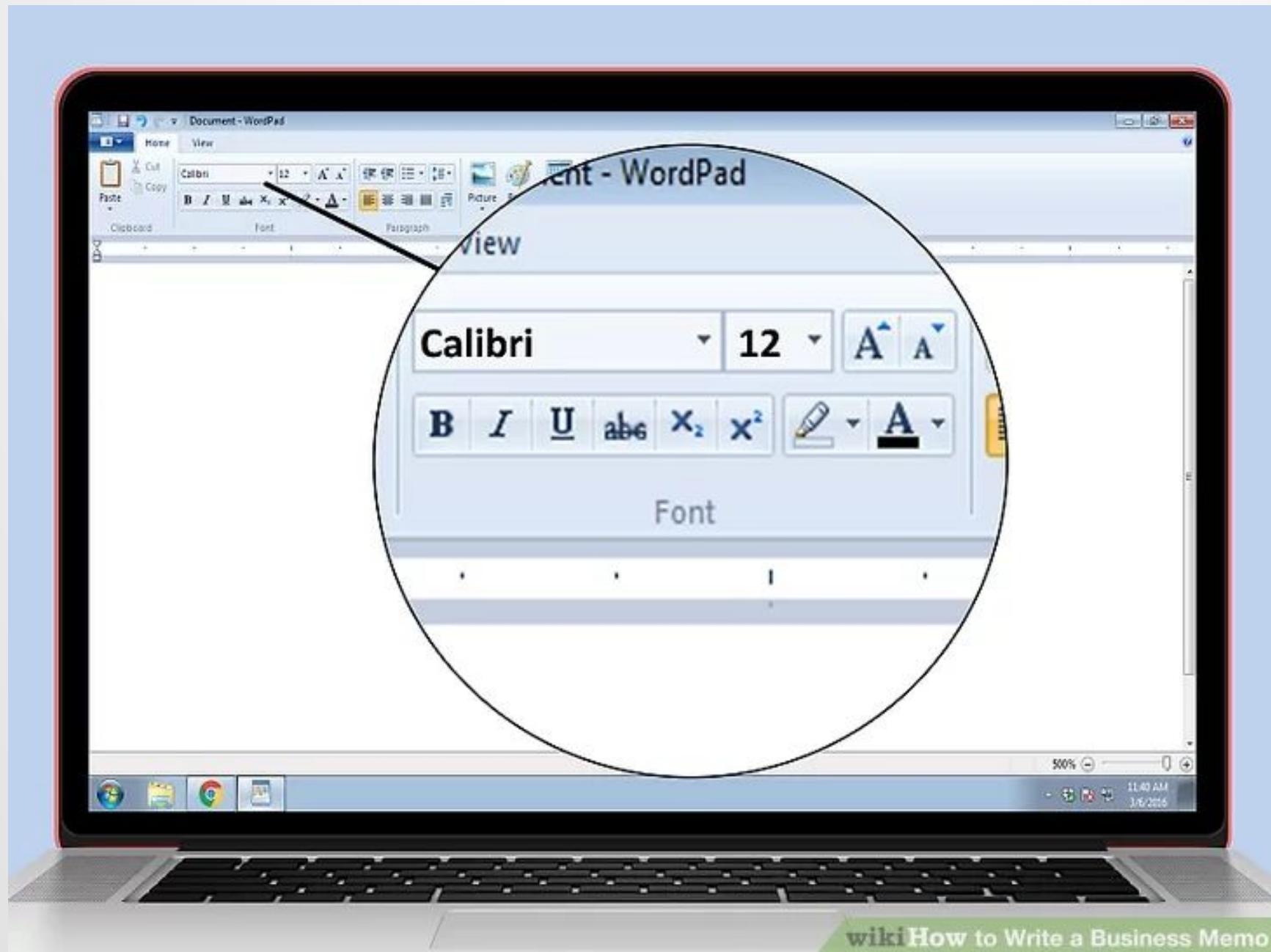
- Use signal phrases. When you are about to cite evidence or refer to a source, be sure to use language which lets the reader know what you're doing.
- For example, try the following: “According to our findings,...” or “Research completed by the EPA has indicated that...”.



Studies have shown that when a sink is empty, people are more likely to wash their dishes immediately.

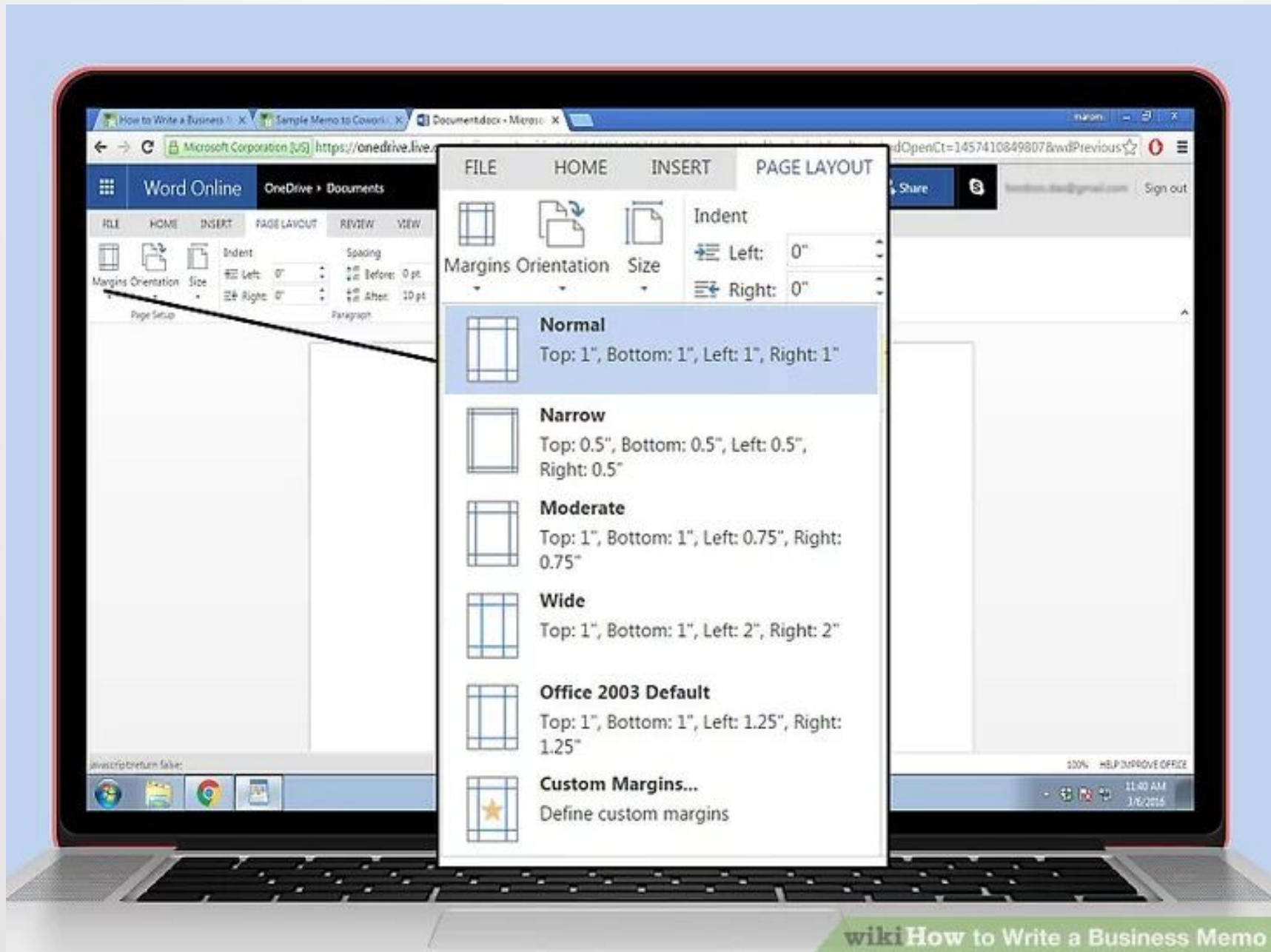
CHOOSE AN APPROPRIATE FONT STYLE AND SIZE

- Choose an appropriate font style and size. Your memo should be easy to read, so you should avoid using excessively small font—11 or 12 point is standard.
- You should also choose a simple font style such as Times New Roman. This isn't the time to play around with “fun” fonts like Comic Sans (you'll be made fun of if you choose this one!).



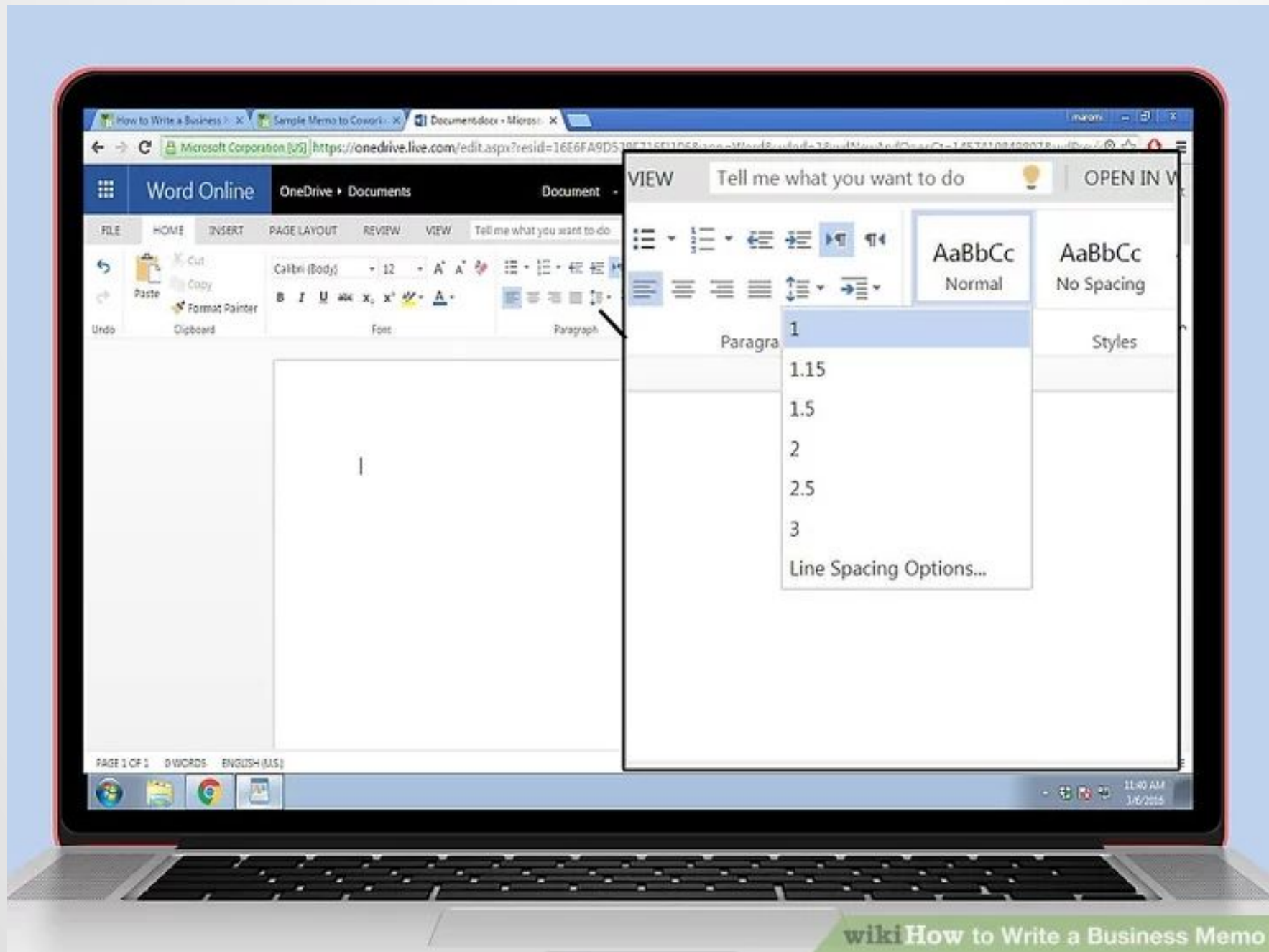
USE STANDARD MARGINS FOR YOUR MEMO [1]

- Use standard margins for your memo. 1-inch margins are typical for business memos, though some word-processing programs may include pre-formatted memo templates with slightly wider margins (for example, 1.25 inches).



SINGLE-SPACE YOUR DOCUMENT [1]

- Single-space your document. Business memos are usually not double-spaced. In order to keep the page number down, consider single-spacing, but leave spaces between individual paragraphs or sections.
- There is usually no need for you to indent your paragraphs.



COMPOSING YOUR BUSINESS MEMO [1]

- Label your memo.
- Write the heading of your memo.
- Choose your recipient list carefully.
- Use the appropriate names and titles for the people on your recipient list.
- Research the proper titles of people you are writing to in an external memo.
- Compose the subject line carefully.
- Consider skipping the salutation.
- Compose the first, introductory section of the memo.
- Keep the introductory section brief.
- Decide on the organization of the body of your memo.

COMPOSING YOUR BUSINESS MEMO

(CONT.) [1]

- Decide if you want to include subheadings and titles.
- Write specific subheading titles.
- Include topic sentences in each of the body paragraphs of your memo.
- Consider using bullet points.
- Keep it concise.
- Decide if you need a summary paragraph.
- Include a closing section or paragraph.
- Sign if you wish.
- Make a note about any attachments.
- Review the memo carefully.

Memo to Customer

To: Customers of Chloe's Cupcakes
From: Dan Lionel, Public Relations Liaison
Date: May 12, 2012
Subject: Publication of Nutrition Facts

Due to extensive customer feedback, we at Chloe's Cupcakes would like to demonstrate our commitment to making healthy choices by publishing nutrition information for all of our baked goods. Although our stores would not be required by law to provide the nutrition facts of our products, we agree that customers should have access to as much information as they desire before making a purchase.

We are confident that that you, the customer, will feel better about choosing Chloe's Cupcakes once you are aware of these facts. We are committed to use the best locally grown ingredients in our baked goods, and we freshly prepare all of our desserts each morning. Moreover, we have a line of vegan treats that substitute some of the highest-calorie ingredients in non-vegan goods with healthier options—while still delivering great flavor. For those customers who are looking to splurge, we have an exquisite selection of decadent treats too, including our famous crème brûlée macaroon sundae.

All of our nutrition information will be available online, along with a list of ingredients and possible substitutes for those with dietary restrictions. We will also provide pamphlets in stores with the same information, to be updated periodically. As it is cumbersome to obtain accurate nutritional analyses of handmade food products, we are unable to guarantee access to nutritional information for seasonal flavors and promotional items.

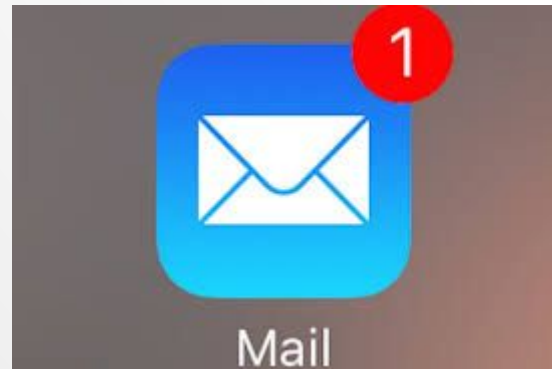
Best,
Dan Lionel

10 SECOND SUMMARY [1]

- 1. Label your memo.
- 2. Write the heading of your memo. Include the to, from, date, and subject.
- 3. Write the introduction. Keep it brief.
- 4. Consider adding subheadings and titles or bullets for multiple sections.
- 5. Include a closing section or paragraph.
- 6. Sign if you wish.

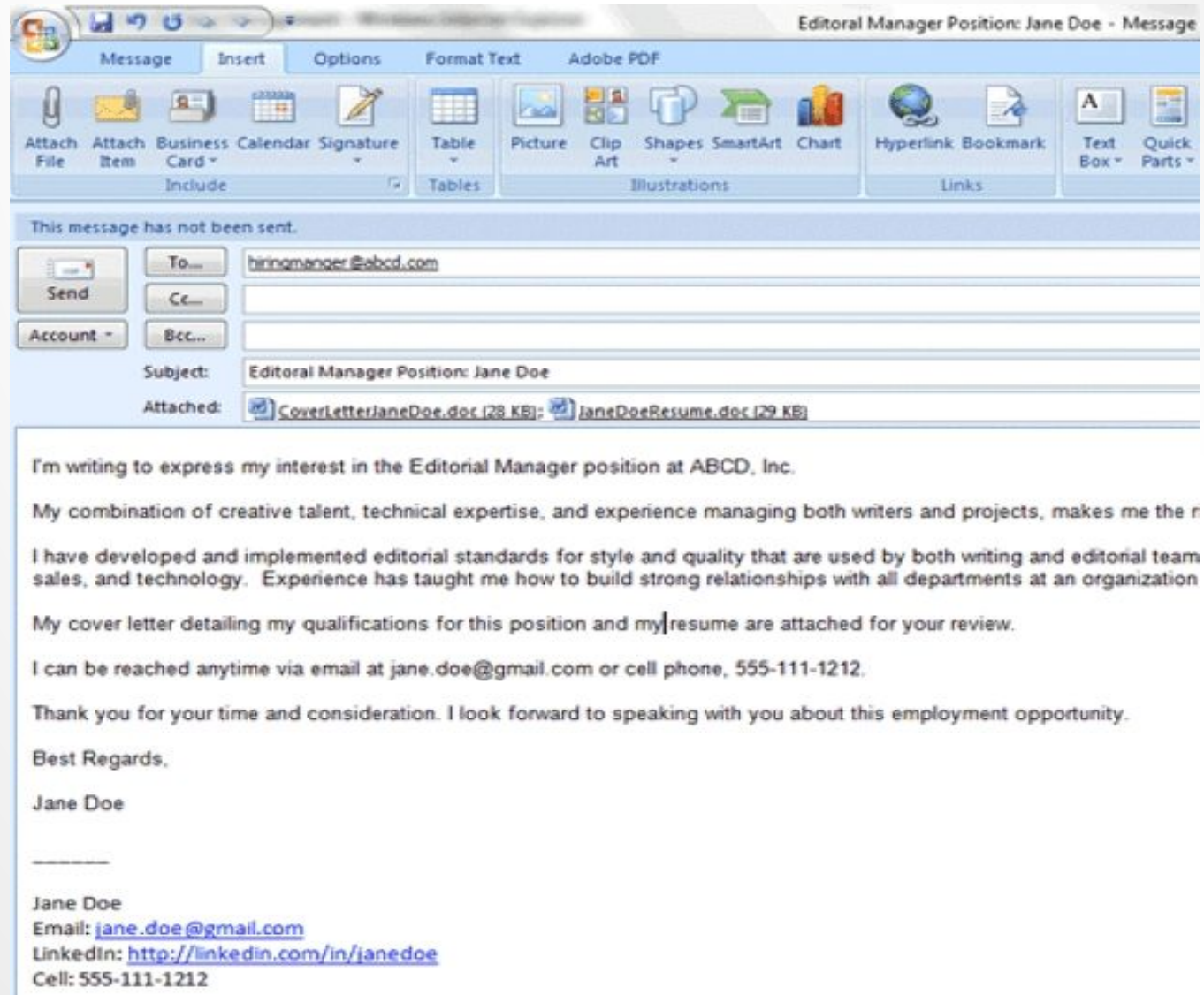
E-MAIL

- the system for using computers to send messages over the internet



HOW TO WRITE A FORMAL E-MAIL

- Formatting Your Email
- Writing Your Message
- Preparing to Send



FORMATTING YOUR EMAIL

- Use a professional email address. Ideally, your email address should be a variation of your real name, not a username or nickname. Use periods, hyphens, or underscores to secure an e-mail address that's just your name, without extra numbers or letters, if you can.
- For instance, coolguy0127@theemail.com will seem unprofessional. Meredith.Athena.Calhoun@theemail.com, however, is suitable.

- Stick to a professional font. Most email services now allow you the option to write using a variety of fonts and text styles. For a formal email, however, keep things conservative, with fonts like Times New Roman and Arial. Avoid decorative fonts like Comic Sans or Old English. In addition:[1]
- Write your email in a legible font size, such as 12 point type.
- Avoid special styles like italics, highlighting, or multicolored fonts unless they are warranted by the content and purpose of the email.
- Do not use all caps. These make it seem like you are shouting at the recipient

- Use a short and accurate subject line. Use keywords in the subject line that suggest exactly what you are writing about, in just a few words. This helps make sure that readers don't overlook your email because the subject line is missing, is too vague, or suggests the email is unimportant.[2]
- Subjects like "Quick question," "Contacting you," or "Email about an important matter" are too vague or obvious to be useful.
- "Schedule, Guest List, Lunch Requests, and Meeting Overview for March 12th," on the other hand, is overwhelmingly long and covers several topics.
- "Meeting RE: damaged escalator on March 12th," however is short and to the point. It alerts your recipient to a single primary topic, and a specific date

WRITING YOUR MESSAGE

- Use a proper salutation. Always open a formal email with a salutation. Addressing the recipient by name (if known) is preferred. Include the person's title (Mr., Mrs., Ms., Dr., etc.) with their last name, followed by a comma or a colon. You can precede the salutation with "Dear..." if you like.[3]
- If you don't know the name of the person you're writing to, use a salutation like "Dear Sir/Madam," "Dear Sir or Madam," or "To whom it may concern."
- Do not use "Hello," "Hey," "Hi," or other informal salutations

- Introduce yourself in the first paragraph (if necessary). If you are writing to someone you don't have an existing relationship with, such as a new customer, hiring manager, or government official, tell them who you are and why you are writing. Do this in the first sentence or two of your email.
- For example, when writing to a potential employer, you might say: "My name is Earl Rivers. I'm contacting you to apply for the administrative assistant position listed on CareerXYZ.com."

- Prioritize the most important information. Once you've introduced yourself and the general reason you're writing, you can follow up with the body of your email. Put the most important content near the top. This respects your recipient's time, and makes the purpose of your email clear.[4]
- When writing to a government official, for instance, you might start by saying: "My name is Arlene Rivers. I obtained your email address from the Westchester County Clerk website. I am writing to contest the traffic citation I received on December 31, 2009. "

- Get to the point. For a formal email, it's ok to be direct, as long as you are polite. Beating around the bush will only lose your reader and make it harder to figure out what you want or need from them.[5]
- For instance, when writing to a professor, don't waste space with unnecessary padding like: "This is Darlene Frankreich. Do you know me? CHEM 221 is my favorite class right now. I love the way the lectures are so organized. I can always follow along and know what will be on the tests. Speaking of tests, I was thinking about the next exam."
- Instead, it would be much clearer to write something like: "This is Darlene Frankreich. I'm a student in your CHEM 221 class, and I'm writing about a potential exam time conflict."

- Keep it brief. There's no set length for how long an email should be. However, it's a good idea to keep an email to about one (laptop or desktop size) screen length.[6]
- If your email is relatively lengthy, break it up into short paragraphs. Insert a line break between each paragraph instead of indenting.



- Use formal language. Since formal emails are written for professional contexts, you'll want to give a good impression. Use complete sentences and polite phrasing. Avoid things like:[7]
- Slang
- Unnecessary contractions
- Emoticons and emoji's
- Jokes

- Use a proper form of closing. As with salutations, there are a variety of closings that are acceptable in formal emails. Make sure to follow up with your full name and job title or other signature (if you have one). Examples of potential closings include:[8]
- "Yours sincerely,"
- "Yours cordially,"
- "Respectfully,"
- "Best,"
- "Your student,"

PREPARING TO SEND

- Include any necessary attachments. If you need to include any attachments, make sure to mention them in the body of the email to let the recipient know that they are included. Be courteous by trying to keep the number of attachments and their file size down, and by using common or widely compatible file types.[9]
- For example, include a note like “I am attaching a copy of my resume and portfolio, in PDF format.”

- Proofread your message for content, spelling, and grammar. Don't just rely on your email service's spelling or grammar checker. Reading your email aloud or asking someone to proofread it is a great way to catch any typos, mistakes, or unclear phrases

- Make sure that the email does not contain any sensitive information. Always keep in mind that email is not a secure communication system. Remember that email servers can be hacked, or that your recipient might intentionally or unintentionally share information that you didn't want divulged.[11]
- Avoid including things like passwords, account numbers, and confidential information in an email.



Send Mail

10 SECOND SUMMARY

1. Use a neutral email address, not a nickname or username.
2. Keep the subject header short and accurate.
3. Write a proper salutation, and introduce yourself, if necessary.
4. Write your message. Keep it to the point.
5. Sign off appropriately, then sign with your full name.
6. Proofread the email before sending.

BIBLIOGRAPHY

[1] <http://www.wikihow.com/Write-a-Business-Memo>

THANK YOU FOR YOUR ATTENTION!!!