

E-MAILS
MEMOS

TYPES	APPROACHES
<ul style="list-style-type: none"> <li>INFORM</li> <li>RESPOND</li> <li>REQUEST</li> </ul>	<ul style="list-style-type: none"> <li>Direct</li> <li>Direct/Indirect</li> <li>Direct</li> </ul>

## FORMAT

<b>TO</b>	
<b>FROM</b>	<ul style="list-style-type: none"> <li>Inserting full name plus e-mail address varies</li> </ul>
<b>DATE:</b>	<ul style="list-style-type: none"> <li>This order depends on your e-mail program</li> </ul>
<b>CC:</b>	
<b>SUBJECT LINE:</b>	<ul style="list-style-type: none"> <li>Identify and summarize purpose</li> <li><b>Must</b> be specific and eye-catching</li> <li>Often without articles</li> <li>Does not need to be a complete sentence / no periods</li> <li>Use capitals except on articles, co-ordinate conjunctions or prepositions fewer than four letters</li> </ul>
<b>SALUTATION:</b>	<ul style="list-style-type: none"> <li>Use if receiver is an outsider or not well known</li> <li>Omit salutation if receiver is within an organization</li> <li>Use name of receiver in first sentence of opening if salutation not used</li> </ul>
<b>OPENING</b>	<ul style="list-style-type: none"> <li>Decide on a <b><i>DIRECT</i></b> or <b><i>INDIRECT</i></b> APPROACH</li> <li><b>Restate</b> purpose concisely</li> </ul>
<b>BODY:</b>	<ul style="list-style-type: none"> <li>Upper and lower case characters</li> <li>Never in all upper or all lower case</li> <li>Separate topics using graphic highlighting <b>ex. bullet lists/headings/tables</b></li> <li>Use bold face headings to emphasize and clarify groupings</li> </ul>
<b>CLOSING:</b>	<ul style="list-style-type: none"> <li>Action information / dates</li> <li>Summary of main points for complex messages</li> <li>May omit closing and name at end if message is sent within organization</li> <li>Add concluding though / goodwill statement if no action request</li> <li>Signature block containing contact info (E-mail only)</li> </ul>
<b>CONTENT    TONE    CORRECTNESS</b>	
<ul style="list-style-type: none"> <li>Be concise</li> <li>Send only appropriate information</li> <li>Don't use email to avoid breaking bad news in person or dealing with job performance/conflict</li> </ul>	<ul style="list-style-type: none"> <li>Never respond in anger</li> <li>Avoid humour/jokes</li> <li>Readers lose respect for poor memos/emails</li> <li>Be casual but professional!</li> </ul>

<b>TO</b>	Name < Address >	<b>INFORM</b>
<b>FROM</b>	Name < Address >	
<b>CC:</b>		
<b>SUBJECT LINE:</b>	<ul style="list-style-type: none"> <li>Identify and summarize purpose</li> <li>Be informative and upbeat</li> </ul>	<p><b>**Note:</b> Preceded by <b>Name:</b>  <b>"CC field"</b> → E-mail  <b>"Arm Brackets"</b>  <b>", Title"</b> → MEMO</p>
<b>SALUTATION: ?</b>		
<b>OPENING:</b>	<b>DIRECT APPROACH:</b> Restate purpose concisely	
<b>BODY:</b>	<ul style="list-style-type: none"> <li>Explain any changes etc.</li> <li>List procedures</li> </ul>	
<b>CLOSING:</b>	<ul style="list-style-type: none"> <li>Summarize main points</li> <li>Restate primary benefits</li> <li>State how more info may be obtained</li> </ul>	<ul style="list-style-type: none"> <li>Complimentary closing</li> <li>Signature or signature block</li> </ul>

<b>TO</b>	Name < Address >	<b>RESPOND</b>
<b>FROM</b>	Name < Address >	
<b>CC:</b>		
<b>SUBJECT LINE:</b>	<ul style="list-style-type: none"> <li>Identify and summarize purpose</li> </ul>	
<b>SALUTATION: ?</b>		
<b>OPENING:</b>	<b>DIRECT APPROACH:</b> Refer to previous message and message date & announce info to follow <b>ex</b> ( <i>Here are my reactions to your inquiry.</i> ) Restate purpose concisely	
<b>BODY:</b>	<ul style="list-style-type: none"> <li>Provide requested info</li> <li>Follow request sequence</li> </ul>	
<b>CLOSING:</b>	<ul style="list-style-type: none"> <li>Encourage feedback</li> <li>Offer further assistance</li> </ul>	<ul style="list-style-type: none"> <li>Close with a reassuring remark</li> <li>Signature or signature block'</li> </ul>

<b>TO</b>	Name < Address >	<b>REQUEST</b>
<b>FROM</b>	Name < Address >	
<b>CC:</b>		
<b>SUBJECT LINE:</b>	<ul style="list-style-type: none"> <li>Identify and summarize purpose</li> <li>Be courteous / respectful / not demanding</li> </ul>	
<b>SALUTATION: ?</b>		
<b>OPENING:</b>	<b>DIRECT APPROACH:</b> Immediately describe request / purpose concisely <b>INDIRECT APPROACH:</b> Use for sensitive / bad news / persuasive messages if reader may resist Offer explanation and evidence before main idea directly under use	
<b>BODY:</b>	<ul style="list-style-type: none"> <li>Provide background info and explain main idea</li> <li>Separate topics / arrange questions logically</li> </ul>	
<b>CLOSING:</b>	<ul style="list-style-type: none"> <li>Summarize message</li> <li>Encourage co-operation</li> <li>Complimentary closing / show gratitude</li> </ul>	<ul style="list-style-type: none"> <li>Action info (deadline)</li> <li>Reason / benefit for action</li> <li>Signature or signature block</li> </ul>