

Correspondence Packet
(email, memo, letter)

For this assignment you will produce a folder of professional correspondence. You will need to draw from actual personal experience, or imagine a scenario that will satisfy the assignment.

Please refer to Chapters 4, 5, & 6 in *Successful Writing at Work* for formatting information. Remember: The key to successful professional correspondence is brevity and coherence. Each correspondence document must contain appropriate components. Each must also maintain a professional tone, as is dictated by and appropriate for its intended purpose and its intended audience.

- One email, written to a co-worker and discussing a problem in the workplace. For this document, you are writing to an employee who holds the same position as you within the workplace; you two are workplace equals. The email is the least formal of this assignment's 3 documents, but it must, nonetheless, maintain an appropriate level of professionalism and formality. **Refer to Figure 4.1 (page 120) as a guide. (Also consider Figures 4.3 [page 125] and 4.4 [page 126] – for the “dos-and-don’ts” of email-writing.)**
- One short memo, directed to employees in your charge and explaining a new product or procedure. Be aware that for this correspondence document you are relaying workplace information to employees in your charge; you are their manager. Maintain formality and professionalism. Speak clearly and concisely. Make sure that you include proper Memo Heading information, and that this is formatted correctly. **Use Figure 6.16 (page 223) as a guide; your memo should look (be formatted) like this sample.**
- One professional business letter, directed to a consumer who is requesting an estimate for your/your company's product(s) and/or services. You are speaking on behalf of your company; your correspondence must be professional and maintain appropriate formality. Your information should be direct, clear, useful, and remain on topic. Utilize appropriate Business Letter components: heading, greeting, body, closing, etc. **Use Figure 5.1 (page 156), Figure 5.3 (page 158), and Figure 5.4 (page 161) as guides.**

FIGURE 5.4 Careful Organization of a Business Letter**Office Property Management Associates**

2400 South Lincoln Highway
Livingston, NJ 07040-9990
(201) 555-3740 www.opma.com

*Clear,
professional
letterhead
with contact
information*

April 11, 2016

Mr. W. T. Albritton
Albritton & Sharp, CPA
Suite 400
Suburban Office Complex
Livingston, NJ 07038-2389

*Accurate inside
address*

Dear Mr. Albritton:

*Introduction
comes to point
quickly and
cordially by
referencing
reader's earlier
request*

Thank you for your recent suggestions on improving security at the Suburban Office Complex. You will be pleased to learn that OPMA will be making the following improvements in services, to go into effect within 45 days.

Starting May 2, an on-site manager, Thomas Vasquez, will be available to answer any questions you may have about the Complex and help you with any problems you may encounter. His ten years of experience in managing commercial office parks will benefit you and other businesses at the Suburban Office Complex.

*Body describes
changes with
specific details*

The new outdoor security system you asked for will be installed by May 16. It will give you and your employees greater protection through seven additional security cameras around the perimeters of the parking lot while movement sensors will monitor every outside door.

I want to reassure you that none of these changes will inconvenience the operation of your firm or interfere with your employees entering the office complex. We are honored to have Albritton & Sharp as residents. I welcome your comments as these changes are implemented as well as additional suggestions you may have.

*Conclusion
builds goodwill
by promising
reader what will
be done and
how*

Best wishes,

Cheryl Hu
Vice President

*Four spaces
left between
complimentary
close and typed
name*

PARTS OF A LETTER

A letter contains many parts, each of which contributes to your overall message. The parts and their placement in your letter form the basic conventions of effective letter writing. Readers look for certain information in key places.

The parts of a letter discussed in the following sections will appear in every letter you write. Figure 5.3 is a sample letter containing all of the parts discussed here. Note where each part is placed in the letter.

FIGURE 5.3 A Sample Letter, Full-Block Format, with All Parts Labeled

Heading (letterhead)	 Madison and Moore, Inc. <i>Professional Architects</i> 7900 South Manheim Road Crystal Springs, NE 71003-0092 Phone 402-555-2300 www.mmi.com www.facebook.com/mmi/ @mmi
Date line	July 14, 2016
Inside address with correct state abbreviation and zip code	Ms. Paula Jordan Systems Consultant Broadacres Development Corp. 12 East River Street Detroit, MI 48001-0422
Salutation	Dear Ms. Jordan:
Body of letter	Thank you for your letter of July 7, 2016. I have discussed your request with the staff in our planning department and have learned that the design modules we used for our Vestavia project are no longer available. In searching the Internet, however, I came across some designs from a California firm that might be helpful to you. California Concepts offers plans very similar to the ones you are interested in, as you can tell from the design featured here: www.californiaconcepts.com/officemodule. I hope this will help you, and I wish you every success in your project.
Left margin justified and single spaced except between paragraphs which are double spaced	
Complimentary close	Sincerely yours,
Company name	MADISON AND MOORE, INC.
Signature	<i>William Newhouse</i>
Writer's name and title	William Newhouse Design Coordinator
Copy notation	cc: Planning Department

FIGURE 5.1 Full-Block Letter Format with Appropriate Margins

Letterhead with
company name
and logo

NIRA

Nevada Insurance Research Agency
7500 South Maplewood Drive, Las Vegas, NV 89152-0026
(702) 555-9876 www.NIRA.org
www.facebook.com/nira/ @nira

1"–1.25"

April 7, 2016

1"–1.25"

All text aligned
on the left-hand
margin

2 lines

Ms. Molly Georgopolous, C.P.A.
Business Manager
Meyers, Inc.
3400 South Madison Road
Reno, NV 89554-3212

Uses
professional,
businesslike
font

2 lines

2 lines

Dear Ms. Georgopolous:

As I promised in our telephone conversation earlier this afternoon, I am
enclosing a study of the Nevada financial responsibility law. I hope that it
will help you prepare your report.

2 lines

Text of letter
balanced on
the page

Let me emphasize again that probably 95 percent of all individuals who are
involved in an accident obtain reimbursement for medical bills and for
damages to their automobiles. If individuals have insurance, they can
receive reimbursement from their own carrier. If they do not have insurance
and the other driver is uninsured and judged to be at fault, the Nevada
Bureau of Motor Vehicles revokes that party's driver's license until all costs
and damages are paid.

2 lines

Generous
margins on all
sides of the
letter

2 lines

Please call me again if I can help you.

4 lines

Signature
written in
black ink and
not squeezed
in between the
complementary
close and typed
signature

Sincerely yours,

Carmen Tredeau

2 lines

Carmen Tredeau, President

Enclosure

Bradley Fuller, CPCU
Chairperson

Carmen Tredeau, CPCU
President

Theodore Kendrick
Vice President
Public Affairs

Iping Li, CPCU
Vice President
Research

Dora Salinas-Diego, CPCU
Vice President
Actuary

Names of
agency's
executives

FIGURE 6.16 Standard Memo Format

MEMO		
TO: Lucy FROM: Roger DATE: November 11, 2016 SUBJECT: Review of "Successful Website" Seminar		<i>Memo parts</i>
As you know, I attended the "How to Build a Successful Website" seminar on November 10 and learned the "rules and tools" we can use to redesign our site. Here is a review of the major topics covered by the presenter, Jackie Wei: 1. Keep your website content-based—identify your target audience. 2. Visualize and "map out" your site ahead of time. 3. Keep the design of your website simple and elegant; "busy" websites drive potential customers away. 4. Be sure your site is easy to navigate, especially for international readers. 5. Use keywords to maximize your website's search engine exposure. 6. Create hot links and image maps to move users from page to page. 7. Encourage customer interaction by including a comments section. 8. Complete your site with appropriate, professional sound and animation. 9. Keep your site updated on a regular (weekly) basis. Could we meet in the next day or two to discuss recreating our website in light of these guidelines? I appreciate your suggestions about this project and how we can best proceed. Thanks.		<i>Introduction provides background and tells reader what memo will do</i> <i>Preview</i> <i>Numbered list in body helps readers follow information quickly</i> <i>Conclusion asks for comments</i>

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3. Where? Where did it take place or will it take place? *Where* is answered in Figures 6.16 (the website seminar), 6.17 (the brake shop), and 6.18 (the Mayfield facility).

4. Why? Why is it an important topic? *Why* is clearly answered in Figures 6.16 (because the website is being redesigned), 6.17 (because it's a safety issue), and 6.18 (because favorable publicity will help the company's image and mission).

5. Costs? How much will it cost? Will the costs be lower or higher than a competitor's costs? Not every memo will answer financial questions, but in Figure 6.17, the injuries discussed cost the company money, and in Figure 6.18, the specific cost of an individual scholarship (\$21,000) is an important issue.

6. Technology? What technology (software, equipment, infrastructure) is involved? Is the technology current, able to be upgraded, safe for the environment?

FIGURE 4.1 An Email Sent to a Co-worker

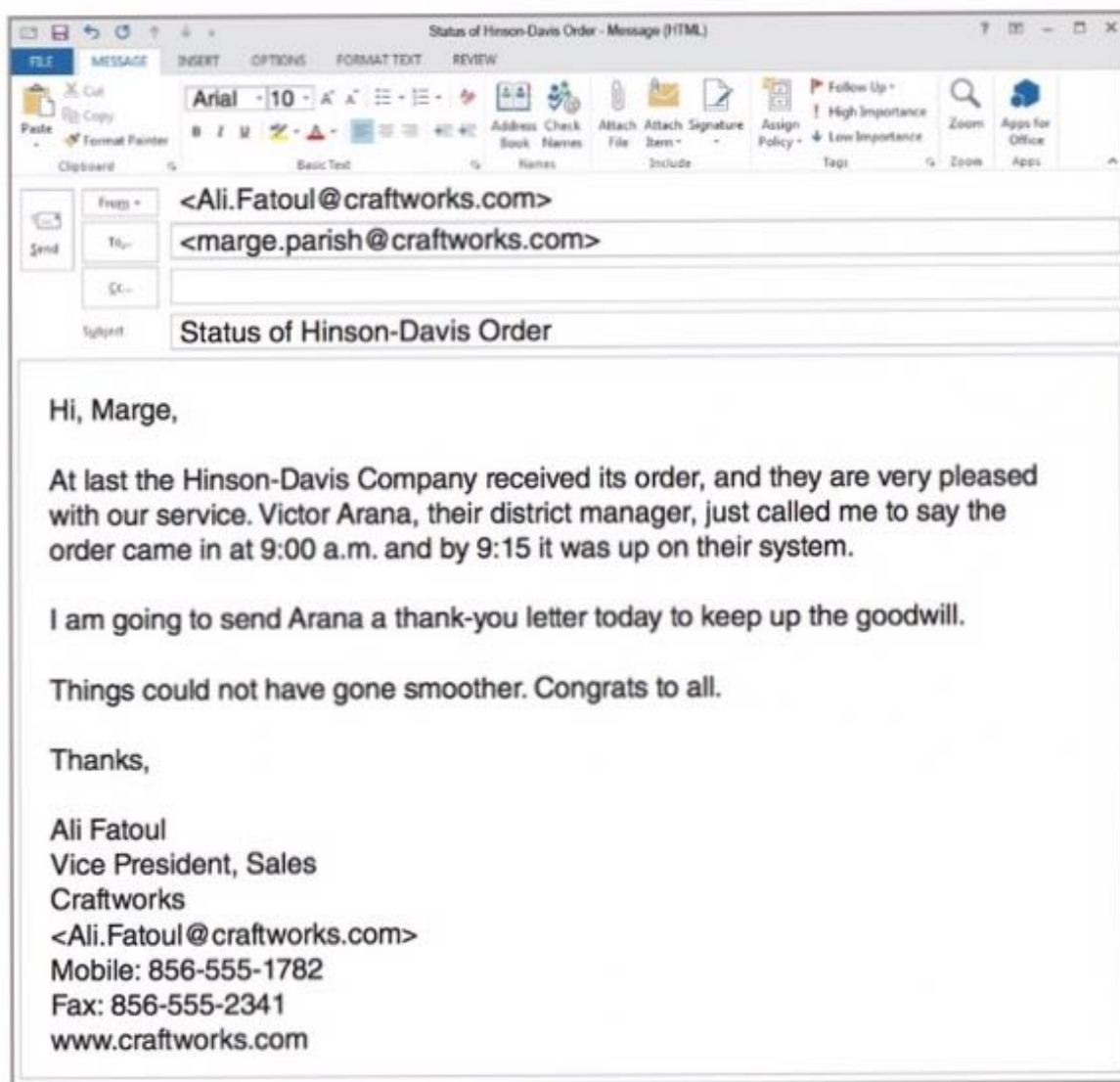
Header
contains all
necessary
information

Gives all
necessary
details
concisely

Indicates
follow-up

Uses
informal yet
professional
tone

Gives contact
information



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Unlike with your personal email, you need to consider the impact your business email will have on your company and on your career. When you send a business email, you are representing more than yourself and your preferences, as in a personal email. You are speaking on behalf of your employer. Because your email must reflect your company's best image, make sure it is businesslike, free from grammatical mistakes, carefully researched, and polite. Sarcasm, slang, an aggressive tone, name-calling, and inappropriate clip art do not belong in a company email. As we saw, Figures 4.1 and 4.2 illustrate effectively written business email. Notice that these emails are cordial without being unprofessional.

Guidelines for Using Email on the Job

When you prepare and organize your email message, always consider your reader's specific needs as well as those of your company. The guidelines set out here will help you to write effective business emails.

FIGURE 4.4 A Revised, Effective Version of the Poorly Written Email in Figure 4.3

Uses email address of specific person

Precise subject

Polite salutation

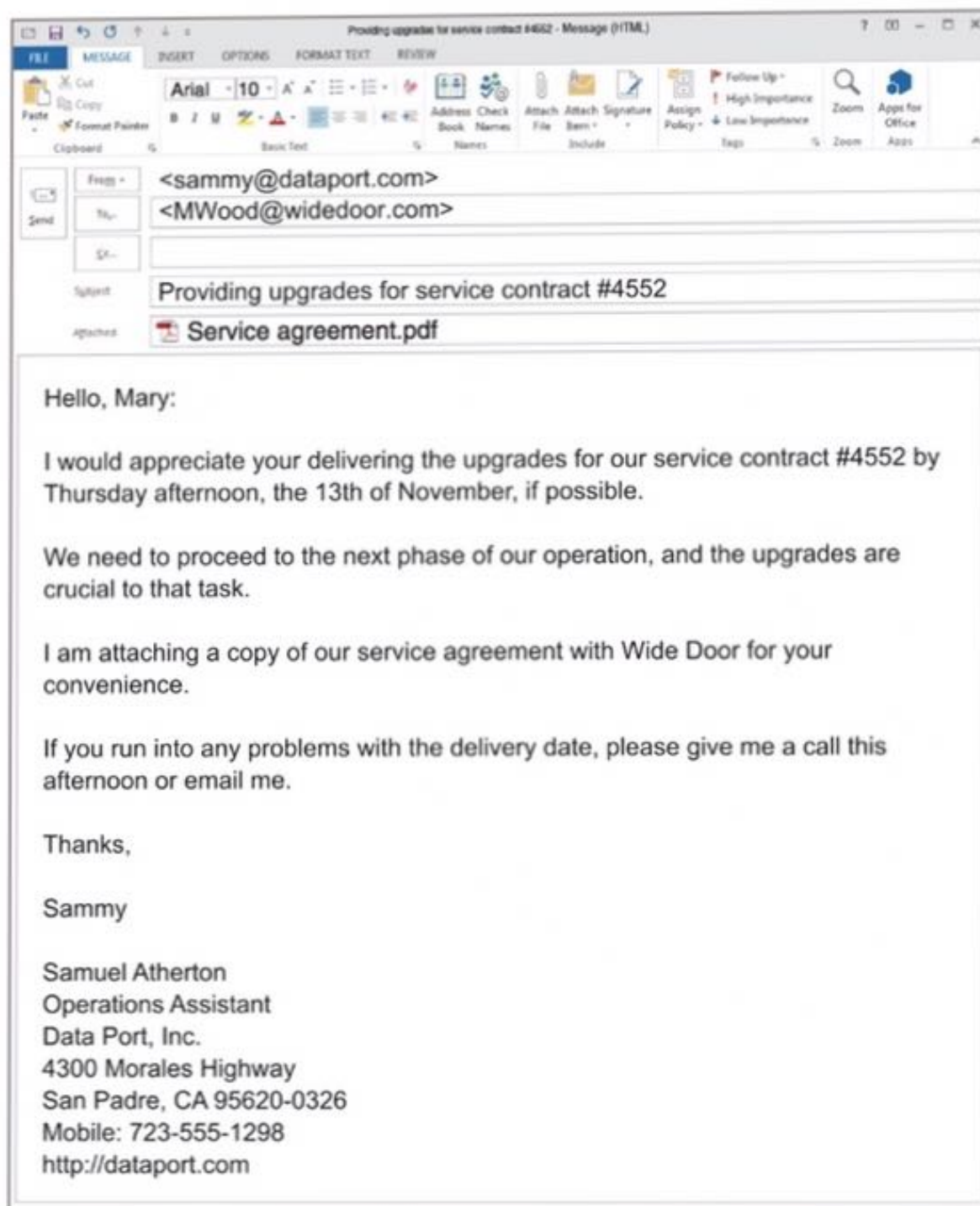
Gets to the point concisely but diplomatically

Provides explanation and documentation

Ends with clear-cut directions

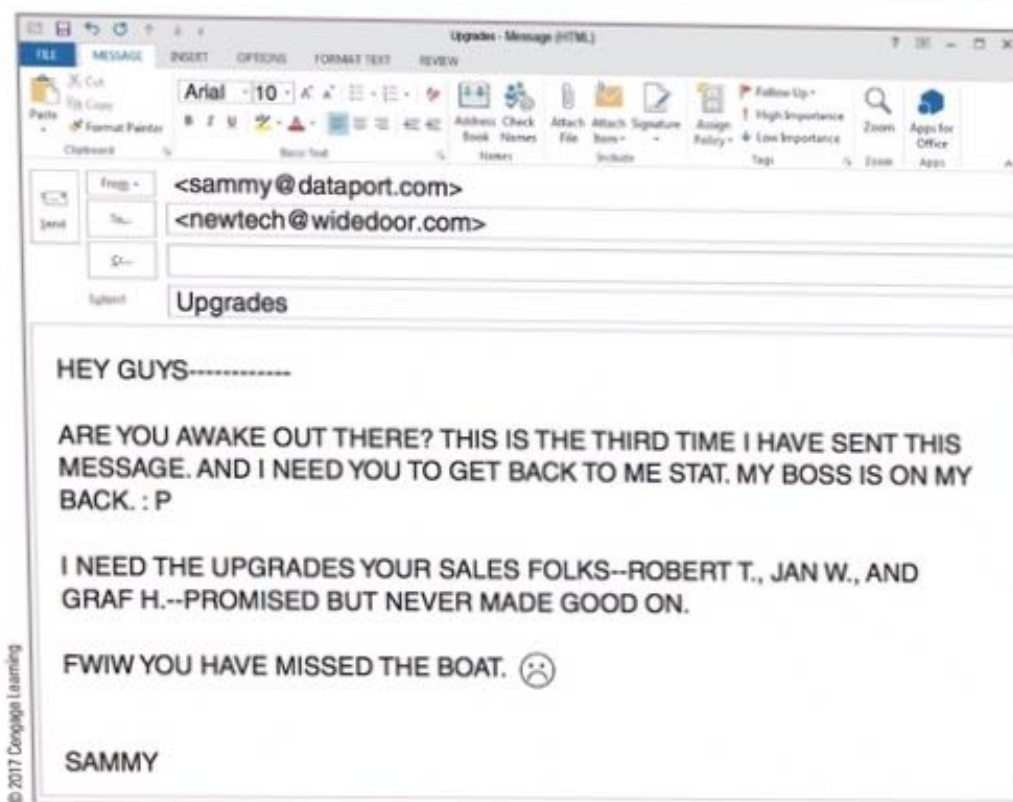
Professional close

Includes signature block



a blog's success. In fact, bloggers often post the number of visitors who have left comments at the site. To write a successful business blog, you have to

1. attract readers
2. build relationships with them
3. promote and market products, services, or ideas
4. respond to comments and suggestions

FIGURE 4.3 A Poorly Written Email Guilty of Flaming*Vague subject line**Unprofessional greeting**Discourteous tone, flaming**All caps perceived as shouting
Insufficient information**Unclear abbreviation, unprofessional emoticon**No signature block*

BLOGS

Like emails, blogs (*web + logs*) are important e-communications for employees, managers, and customers alike. Think of a blog as an evolving website, or a newspaper for which managers and employees write regular short articles, or posts. Blog-posts are short, conversational articles giving readers current and relevant news and commentary on a variety of issues important for your company, your brand, your organization and your profession. Posts are generally a few paragraphs long and are often written two to three times a week, although some bloggers post their work more frequently, sometimes daily. Written in chronological order, blogs are dated, titled, and frequently archived. Figures 4.5 (page 128), 4.6 (pages 130–131), and 4.7 (pages 134–135) show examples of blogs.

Blogs Are Interactive

A blog includes more than the blogger's views. Blogs are highly interactive, allowing for a two-way or often group conversation between the author and his or her online audience. In the blogosphere, readers write comments in response to blog posts, and the blogger and other readers can reply. This interaction is the key to