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Summary: This handout will help you solve your problems with writing memos by discussing what a memo is, describing parts of memos, and providing examples and explanations that will make your memos more effective. TO: Kelly Anderson, Marketing Executive from: Jonathan Fitzgerald, Market Research Assistant DATE: June 14, 2007 SUBJECT: Fall Clothes Line Promotion Market Research and Analysis show that the proposed advertising media for new fall lines should be reprioritized and modified. The findings of focus groups and surveys have shown that we need to update our advertising efforts to align them with the styles and trends of young people today. Young people are no longer interested in sitcoms when watching reality TV. It is also becoming increasingly important to use the Internet as a tool to communicate with our target audience to show our dominance in the garment industry. Online advertising XY' Company should focus advertising on Internet sites that appeal to young people. According to surveys, 72% of our target market uses the Internet for five hours or more per week. The following list shows in order of popularity of the most visited sites: Google Facebook Myspace EBay iTunes Moving our efforts from other sources of media such as radio and magazine to these popular internet sites will more effectively promote our product sales. Young people are spending more and more time on the internet downloading music, socializing and researching for homework and less and less time reading paper magazines and listening to the radio. As a trend for cultural icons to go digital, so should our marketing plans. Television advertising used to be common for advertising our products on shows like Friends and Seinfeld to our target audience, but even the face of television is changing. Young people tune in to reality shows for their entertainment. Focus Group results show that our target audience is most interested in shows such as American Idol, The Apprentice and America's Next Top Model. The only non-reality television show to be ranked in the top ten most frequently watched show is Men's and Women's 18-25 Desperate Housewives. At Blue Incorporated, we need to focus our advertising budget on reality TV and reduce the amount of advertising spent on other programs. By refocusing our advertising efforts on our new clothing line, we will be able to maximize the impact of our products on our target market and therefore increase our sales. Using the trends of young people will help us to gain market share and sales through effective advertising. Applications: Focus Group Results, January-May 2007; Findings of the survey, January - April 2007 This is a sample of the memo; Facts and The data used are fictitious. As a small business or organization grows, chances are that you will need to write short and direct messages with your staff, which means you need to know the format of the memo. A memo, or memorandum, is one of the most common forms of business communication. Although there are many types of business writing formats, the memo format is a completely different animal. Greetings and signatures are no longer needed because the point is to convey the necessary information or to convey the call to action as quickly and efficiently as possible. A well-written business letter consists of seven main parts, which can include a line of enclosures as needed. The format of the memo is much simpler. You write a Memo or Memorandum at the top and then a to line, from the line, date line, theme line, and then the actual body of the message. Traditionally, you would print out the memo and distribute it to the relevant parties within your small business. Today, even if you decide to send a memo as an email, using some of the tips in this article will allow you to convey important information to colleagues in a way that demonstrates your professionalism and business communication know-how. How do you write the memo? Just as there are many nuances and rules around how to write a business letter, there are guidelines that you should usually try to follow when writing a memo. It is best to write in a very clear, essentially business tone. Memos are often used for the company's internal communications. You don't want to waste your colleagues' time with subtleties or be too conversational. Avoid using emotional language, for example, I would be happy if everyone took turns cleaning the microwave in the lounge room because you could rub people the wrong way. The same goes for writing all CAPS or using exclamation points, especially if the memorandum conveys news that can upset people. It is always better to be simple and share information as quickly as possible. The message of the memorandum should begin with a statement of purpose: I am writing to inform you... The purpose of this memo is to... Then summarize the information pertaining to this issue. You can close the memo with a call to action by repeating the request you made at the beginning of the memo. Make sure to give the grammar and spelling in the memo a thorough check. You don't want to turn an office into an impromptu high school English class. Also choose easy-to-read fonts such as Times New Roman or Arial. What is the memo written for? While the memo format should generally remain the same, the tone and content can vary depending on the audience. For example, a memo about organizing a summer picnic for staff will have a much more cheerful tone than a memorandum informing everyone that the company should skip the promotion because of the decline of the business. Writing a memo is comparable to on the desk in the office to tell everyone that they have to do something, so always write a memo suggesting that someone might end up reading it. The theme can range from reminders to get expense reports included by the end of the month, to the need to make a final sales push before the end of the quarter. The memo can also go to an external group, such as customers, if it reports a routine issue requiring action, such as account payments coming from behind. That memo doesn't have to be a report on everything you do. Limit the topic of the memo to a specific issue on which you need people to act (for example, this memo is a reminder that expense reports should be submitted by the end of the day on Friday. The most important rule in writing a memo is that the smaller the more. You don't want your employees or colleagues to spend all their time reading your long memorandums (or worse, ignoring them). Get to the point quickly so they can take action that you ask them to. You're probably headed for trouble if your memo runs longer than a page. If it works on one page, it's best to share the memo with the headlines to make it more digestible. Better yet, ask yourself if the scope of the memo becomes too broad and act accordingly. What is a sample memo? Here's an example of what the memo might look like: MEMORANDUM To: All Staff From: Tanya Smith, CEO Date: July 18, 2018 Theme: NewTech Software Issues It came to my attention that many employees have trouble using our newly acquired NewTech sales management software because it is currently creating duplicate customer records. Some of you have stopped using the system at all. We want this software to help you do your job better rather than take longer. Therefore, it is normal to delay its use until we resolve technical issues with NewTech employees. How to get a template memo on Word? Microsoft Word includes more than a dozen recommended memo templates that you can use. You just look through the templates and press the button to download the one you'd like to use. If you decide that you don't like the style or theme while you're working on the memo, you can still change the entire document by applying a new set of styles or theme: In Word 2016 and Word 2013, the choice is under the Design tab. In Word 2010 and Word 2007, go to the Layout Page for a theme. Remember that the meaning of any business correspondence is to cause some action from your colleagues. Understanding the memo format and the correct writing style will help ensure that your message and you are taken seriously. As a small business owner, you're an expert, too. We want to hear about how feel about business letters. Let us- and your SBOs colleagues-know by sharing the comment below. 48 Free memo templates fully edited by MS WordPeople have become too accustomed to email hitting their inbox. And because they are easy to skip or delete, they may not always be the best option for your message. An internal memorandum may be the best choice, especially if what you need to say is important. Writing a memo rather than an email may seem daunting, but it's not - especially when you're using our free memo templates that break it down into step-by-step pieces. The memo, or memorandum, presents a 100 written report from one person or department to another. It is often a form of mass communication, not one-on-one. An interagency note may report an organizational directive or change of policy or procedure, or fight the company's vine with its rumors and rumors. Memo is the right form of communication when you want: PersuadeIssue DirectiveSpromlly InformationCommunicative semi-formalemail is rampant in the business world. It is not uncommon to receive dozens or even hundreds of emails every day. Which makes sense, given the purpose they serve: If you write a quick message that you know will be deleted, email is a great option. However, when what you need to say is more important than an email warrant, send an interagency note to your employees rather than. And if you're writing to someone outside your organization, a business letter is an even better option. The memo should not be confused with a private memorandum of accommodation, which is a legal document provided to investors when selling securities in business, or a credit note that is a credit note provided to the buyer. Different types of memo documentsYi can use a number of different types of memos in your business. Internal Memo - Communication between members or groups within one department Of the Memo - internal communication between two or more departments; Similar to an internal memo, but with one or more added memos - another title for an internal Business memo - formal correspondence between the two parties under the company's Policy Memo - a directive sent by the head of the department for all employees communicating changes to the company's policy memo - as well as the policy memo, the operational memo issues a directive to all employees discussing changing the operational procedure. Unlike most memorandums, the memorandum of understanding is a legal document- a memorandum of understanding the same as a memorandum of understanding or should be a brief message with a clear purpose for a person or group of people. It usually has a certain format, but don't worry, our free memo templates have done everything for you, so you don't miss anything important. The headline is probably the most important part of your note. Without a good lead, readers may decide that it's not worth your time to read your post. The title usually allows readers to know the date, theme and recipient of the memo. K: This is the recipient of the internal memo. Use only the name if it is informal communication, and the name and surname and department, and if it is more formal. If the memo is intended for the entire department, address it to that particular department. From: Memos are usually from a particular person. Use the same level of formality that you used on the recipient's line. Subject: Be specific to your readers to know whether they are really interested in reading your memo. Instead of saying Important Information say: Important information about the XY Company Stock Buying Plan First section is the purpose of the memo. This gives readers context for communication and contains a brief highlight about the reason for the memo. In the introduction to your internal reminder, let readers know the situation or case you are addressing. The main element of the memo will be a message, including background information and permission. This section may include statistics, examples, or reasons for readers to understand how the decision was made. The final paragraph will be clear what steps are being taken to make all readers understand. It may include a directive, a call to action or what other action can be taken. Proofread your document - Since it is a professional business document, make sure it does not contain any typos or spelling errors. Check your terminology - Does the document contain words, abbreviations or abbreviations that everyone will understand? Use a definition or other word if it's going to cause confusion with readers. Use the white space - Make sure the paragraphs are not so long that you lose readers. Break long paragraphs into shorter ones and consider adding bullet or subtitle points. Get rid of emotions - the memo should be factual, not emotional. Replace emotionally charged words with objective words to maintain your professional behavior. Logically - The memo should be logical and easy to understand. Is it flowing methodically or information all over the place? Don't make assumptions about what background information readers bring. Length - the memo should not be very long. If it's much more than a page, you should either write more briefly or switch formats. Is the memo appropriate - If you divulge something sensitive, a memo may not be the best form of communication. For example, if you fire someone, you should probably tell them in person that they should update their resume. Resume. memoir format example. memorandum format example. memo cc format example. memo report format example. memo in apa format example. memo letter format example. memorandum letter format example. memo format example in word

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