

Written Communications Form & Format

Visual impact is critical

- Block style
- Serif font (Times New Roman or Cambria) if printed; sans-serif (Calibri, Arial, or Verdana) for electronic communications

E-mail

- All principles of good business writing apply
- Use company e-mail account/name
- Subject: critical
- Brevity – under a dozen lines or consider attaching document file
- Company protocol
 - Still develop a “cover e-letter”
- Salutation
- Most Important Info at top of message
- Limit width to 60 characters
- Short paragraphs skipping a line between paragraphs; or use headings and lists
- Avoid humor and sarcasm [read rapidly; the tone shift might be missed or misunderstood]
- Signature
- CC only those who require it

Memorandum (Internal Communications)

- All principles of good business writing apply
- Addresses a single subject
- Headings: To, From, Subject, Date
 - Subject Line: critical
- Opening Statement: subject, purpose, context (including any necessary background info)
- Single page (usually) for basic memo (announcements, update, etc.)
- Also used as transmittal for internal short report
- Visual impact is critical
- Company protocol
 - Format
 - Style
- No salutation
- Order of information dependent on communication strategy
 - Basic memo, most important first; descending order of importance
- Single space, block style: skipping a line between paragraphs
- No signature block, but MUST initial your name in “From” line

Business Letter (External Communications)

- Letterhead (return address)
- Date
- Inside Address
- Salutation
- Opening Statement
- Body organization dependent on communication strategy
- Signature block – includes complimentary close, signature, and typed sender’s name and title
- Single space, block style: skipping a line between paragraphs