CHAPTER 7
Writing Memos, E-mail, and Letters

7.1 Business Correspondence
7.2 Memos
7.3 E-mail and Instant Messaging
7.4 Letters
Alex Green heads the Technology Development Department at his company. The employees in this department use advanced computer design programs along with the latest, powerful computers.

Last week Alex was notified that Jennifer Tinsley, one of his most creative and productive employees, has an infectious disease and cannot work for a month. Jennifer is working on the design for a new program that is to be presented to an important client in one month. With Jennifer out of the office for four weeks, having the design ready on time is a problem. Alex is very upset as he discusses the situation with his supervisor, Ms. Aragon. She suggests that other employees in the department complete Jennifer’s work.

After thinking about this suggestion and while he is still upset, Alex sends an e-mail to Ms. Aragon. He states that the other employees are “not as creative as Jennifer and might botch up her work.” To provide a record, Alex decides to send a copy of the message to the company’s president. However, Alex accidentally selects the team’s group e-mail address instead of the president’s address. He sends the e-mail not only to Ms. Aragon but also to members of his department. When department members see the e-mail, they are very upset.

Questions

1. Is e-mail the best channel to be used for all in-house messages? Why or why not?
2. What other method could Alex have used to communicate this message to Ms. Aragon?
3. What can Alex do to prevent such a situation from happening again?
Types of Business Correspondence

Business correspondence is a written message, such as a memo or letter, that deals with business matters. These documents are written to share or request information. The audience for the message or request may be persons within or outside the company or organization.

Memos and E-mails

Memos and e-mail messages are the documents most commonly written for use within an organization. A memo, more formally called a memorandum, is an informal document that is sent to someone within your company or group. Memos usually are keyed in word processing software, printed, and sent to the

Key Point

A memo may be sent by interoffice mail or by U.S. Mail.

Figure 7-1 Memos are used to communicate within an organization.

Star Industries

TO: Linda Cheng
FROM: Ray Posner
DATE: June 3, 2010
SUBJECT: Charitable Giving

Thank you for your proposal that we provide laptop computers to the Farraday Women’s Shelter. Our company is strongly committed to supporting the community through charitable giving. Your proposal fits well with our corporate mission.

For tax purposes, all allocations for direct grants must be made by April 15. Since our funds for this year already have been allocated to other projects, we are not able to approve your proposal at this time. We strongly encourage you to resubmit it next January. A submission form is enclosed.

eb
Enclosure
receiver. Memos are often sent by interoffice mail. However, they may also be sent by U.S. Mail. Figure 7-1 shows a memo that delivers a negative message. Memo parts and formatting for memos are discussed in Section 7.2.

An e-mail (electronic mail) is an informal message written, sent, and received on a computer. Some cell phones and handheld computers also allow users access to e-mail. Memos were once the most common type of internal document used in companies. Today e-mail messages are used more often than memos are. Figure 7-2 shows an e-mail sent to a coworker. The message contains an attachment, and a copy is sent to another person. E-mail parts and writing e-mails are discussed in Section 7.3.

Increasingly, e-mail is being used instead of letters to send certain types of routine positive or neutral messages to people outside the organization. Examples of these messages include acknowledgments and order confirmations.

**Letters**

A business letter is a document used to send a written message to someone outside an organization. Letters also are used to send formal written messages to employees or members within an organization. Business letters are considered more formal than memos or e-mail messages.

**Figure 7-2 E-mail is used to send messages within an organization.**

---

**Key Point**

E-mail is used more often than memos to send business messages.

**Key Point**

A business letter is a more formal document than a memo or e-mail.
Business letters are typically printed on high-quality stationery and include a letterhead. The letterhead may be preprinted or printed as part of the document file. The letterhead contains the company name, address, and telephone number. The letterhead may include other information, such as the company’s logo, fax number, Web site address, and e-mail address. Appearance is important because a receiver starts to form an opinion of the sender and the company from looking at the letter. A business letter is shown in Figure 7-3. Writing letters and formatting are discussed in Section 7.4.

Personal business letters are written by individuals (rather than companies) to deal with business matters. A letter of application for a job and a request for replacement of a faulty CD player are examples of personal business letters.

**Key Point**
A personal business letter is written by an individual rather than a company employee.

![Figure 7-3 A letter is a formal document sent to persons inside or outside the organization.](image-url)
Other Documents

Other business documents are also sent to share information with employees and customers. For example, an agenda is sent to let people know the topics that will be discussed at a meeting. Minutes of a meeting are sent after a meeting to summarize meeting discussions. You will learn to prepare an agenda and minutes in Chapter 13.

Several business documents are related to processing orders and payments. For example, an invoice is a bill for items or services purchased from a company. A sample invoice is shown in Figure 7-4. The items or services, charges, and related information are shown on the invoice. These documents are typically prepared using a standard form. Creating the document with correct and complete information is very important. Any directions included with the form should be clear and concise. Little composition is involved with this type of document. However, the sender may have an opportunity to be courteous by using statements such as, “Your business is important to us. Please let us know if you have any questions about this invoice.”

Figure 7-4 An invoice is a bill for items or services purchased.

Key Point
Routine business documents, such as invoices, are often prepared using a standard form.
Purposes for Correspondence

Business documents are written to achieve a purpose or an objective. As you learned in Chapter 6, all business messages should promote goodwill. Other purposes for business messages may be to:

- Provide a record
- Advise, direct, or state a policy
- Inform
- Request information or reply to requests
- Persuade

**Provide a Record**

Business documents are used to record events that have occurred or things people have said. For example, suppose your supervisor asks you to make major changes to a project you are working on. You explain that making these changes will mean that the project is completed two weeks later than originally planned. Your supervisor says that this delay is acceptable. After the discussion, you might send an e-mail to your supervisor summarizing the changes discussed. This e-mail provides a record of the conversation. It documents what you have been asked to do and the new completion date.

**Advise, Direct, or State a Policy**

Business documents also are used to advise or direct employees. For example, your team leader might send you an e-mail advising you about how to solve a problem with your work. A memo from your supervisor might direct you to make travel arrangements for his or her upcoming trip.

Business documents also are used to state policy and explain procedures. For example, a manager might send a letter to employees explaining changes in the company policy regarding gifts from vendors.
Inform

Business documents frequently are used to inform. For example, suppose that Nita, one of the workers in your department, will be on medical leave for two months. Her supervisor might write a memo informing department members of the leave and naming the person who will perform Nita’s duties during her leave.

Request

Employees frequently need to request information. They also need to reply to requests made by coworkers, supervisors, or customers. Memos, e-mails, and letters can be used for this purpose. For example, you might send an e-mail to a coworker asking when a certain report is needed. Your coworker may reply, giving you the date.

Persuade

Business messages sometimes are sent to persuade others of your point of view. For example, you might send a memo to your supervisor to persuade him or her to consider allowing department employees to have flexible working hours. You might send a letter to a customer urging him or her to place an order while sale prices are in effect.

Ethics

Memos or letters should be used to share confidential information rather than e-mails. The reason for Nita’s leave should be shared only if Nita has approved release of this information to coworkers.
Promote Goodwill

Although all business messages should promote goodwill, some messages are written primarily for that purpose. For example, a team leader might write a memo to thank all the team members who worked on a recently completed project. Goodwill messages also are sent to congratulate, welcome, apologize, and extend invitations.

Key Point

Goodwill messages are sent to congratulate, welcome, apologize, express thanks, and extend invitations.

Planning and Organizing Messages

Some messages require less planning than others. For example, a memo inviting a coworker to a retirement lunch for your supervisor needs little planning. For anything other than simple messages, however, adequate planning is essential. Remember to include the five Ws (who, what, where, when, and why) when planning messages. Using the correct order to present the information is also important.

Planning Messages

In Chapter 6, you learned a four-step process for planning messages. Use this process to plan your memos, e-mail messages, and letters.

1. Identify the objective. What do you hope to accomplish by sending the message?
2. Determine the main idea. What is the central theme or most important thought?
3. Choose supporting details. What does the receiver need to know about the main idea?
4. Adjust the message for the receiver. How can you present the message to address the receiver’s point of view?

Organizing Messages

In Chapter 6, you learned about the direct and indirect order for organizing messages. Use the guidelines you learned earlier for selecting the proper order for memos, e-mails, and letters.
Confused and Misused Words

Readers can become confused when writers use words incorrectly. Readers can also misunderstand a message when they do not know the correct meaning of a word. Being aware of words and terms that are often confused or misused can help readers understand messages correctly and recognize when words may not be used properly.

Building your vocabulary can help improve both your reading speed and comprehension. In this exercise, you will learn or review several words and terms that are often confused or misused. Open the Word file CH07 Reading from the student data files. Follow the directions given in the file to complete the exercise.

Use direct order in a message that contains good or neutral news or a routine request or answer. Remember that in direct order, the main idea is presented first, followed by supporting details and a goodwill closing.

Use indirect order for messages that contain bad news or that try to persuade the receiver. As you have learned, indirect order means that the supporting information appears before the main idea. For negative messages, putting the supporting details first helps prepare the reader for the bad news (the main idea). In persuasive situations, receivers are more likely to do as you ask when they know the reasons before the request is made.

A message that is organized indirectly has a neutral opening. The opening is followed by the supporting information, the main idea, and a goodwill closing. The neutral opening should not state or imply the main idea. Instead, it should introduce the topic of the message. The memo shown in Figure 7-1 on page 210 uses an indirect approach.

check point 3

1. What are the five Ws that you should consider when planning the details for a message?
2. When the supporting information appears before the main idea in a message, which order is being used?

Check your answers in Appendix C.
Section 7.1 Applications

A. Purposes for Business Correspondence

Business messages are used to provide a record, advise or direct, state a policy, inform, request information or reply to requests, persuade, and promote goodwill. Indicate which of these purposes is the primary one intended for each message described below.

1. A memo reminding employees of the rules regarding use of company cars
2. An e-mail thanking a coworker for her support on a project
3. A memo to an administrative committee that recommends the purchase of new equipment
4. A letter giving a client the date, time, and place for a meeting
5. An e-mail answering a coworker’s questions about credit terms
6. A memo detailing plans discussed at a meeting
7. A letter to a client congratulating the client on an award he has won
8. An e-mail to an administrative assistant telling her to arrange a meeting between her manager and a client

B. Planning and Organizing a Message

You are the head of a committee formed to consider ways your company can use green practices. Green practices are those that are friendly to the environment or that save resources. Company managers have selected six employees to serve on this committee with you. These employees do not yet know about the committee or its purpose.

1. Plan a message to be sent as an e-mail to these employees. What is the primary objective of the message? What is the main idea?
2. Should you use a direct or indirect approach for the message?
3. What are the supporting details? Assume the committee will meet soon for the first time. Give a date, time, and place for the first committee meeting. (Make up these details.)
4. Compose the paragraphs of the message you have planned and organized.
Writing Memos

After you have planned and organized your message, you are ready to write. A memo consists of heading lines and a body and may contain one or more notations. Each part of a memo serves an important purpose. The parts of a memo and guidelines that will help you compose effective memos are discussed in the following paragraphs.

Heading Lines

The heading consists of the To, From, Date, and Subject lines. Begin the heading lines at about 2 inches from the top of the page. If the paper has a preprinted company name or a name in the header, begin at least ½ inch below the name. Use default side margins. Key the heading words (TO, FROM, DATE, and SUBJECT) in bold and all caps at the left margin. Follow each heading word with a colon. Align the data that follows the heading words at the first tab after SUBJECT. If your software does not leave blank space after each paragraph, tap ENTER to leave one blank line between heading lines. The heading lines are indicated in Figure 7-5 on page 220.

To Line

The To line contains the name(s) of the person(s) to whom the memo is written. Often, just the first and last names are included without titles.

**TO:** Preston Wheat

In some organizations, names in the To line include job titles, department names, or degrees and courtesy titles, such as *Ms.* Follow the preference of your organization.

Memos can be addressed to everyone who holds a particular job or everyone in a particular department.

**TO:** Service Managers

**TO:** All Customer Service Personnel

**OBJECTIVES**

After completing Section 7.2, you should be able to:

1. Compose effective memos.
2. Format, edit, and publish memos.

**Key Point**

Use default side margins and line spacing when creating memos. Begin the To line about 2 inches from the top of the page.

**Diversity**

If you work for an international company, using titles may be considered important, even in a memo.
Figure 7-5 Interoffice Memo.

TO:            Linda Cheng
FROM:          Ray Posner
DATE:          November 3, 20--
SUBJECT:       Charitable Giving

Thank you for your proposal that we provide laptop computers to the Farraday Women’s Shelter. Our company is strongly committed to supporting the community through charitable giving. Your proposal fits well with our corporate mission.

For tax purposes, all allocations for direct grants must be made by April 15. Since our funds for this year already have been allocated to other projects, we are not able to approve your proposal at this time.

Linda, we encourage you to resubmit your proposal next January. A blank submission form is enclosed. Please include these items for our consideration:

- A completed submission form
- A general description of the Farraday Women’s Shelter and its mission
- A summary of how the computers would be used at the shelter

When sending a memo to more than one person, either separate the names by commas or set them in a list. Alphabetize the names unless your organization prefers that persons be listed by rank.

TO:            Dino Arellano, Arlene Little, Preston Wheat
TO:            Dino Arellano
              Arlene Little
              Preston Wheat

For a long list of recipients, use a distribution list. Key the words Distribution List in the To line. List the recipients alphabetically by last name at the end.
of the memo below any notations. If your software automatically adds space after a paragraph, remove the space after paragraphs in the list of names.

**TO:** Distribution List  
**FROM:** Robert James  
**DATE:** June 10, 20--  
**SUBJECT:** Planning Meeting

[body of memo]

Distribution List

- Dino Arellano
- Kathy D'Alfonso
- Alberto Diaz
- Arlene Little
- Ray Wong

---

**From Line**

The sender's name appears in the From line. As in the To line, usually just the first and last name are included.

**FROM:** Lisa Sage

Do not use a courtesy title with your own name unless that is your company's policy. However, you may need to include one or more pieces of information (for example, a job title, department, location, or telephone extension) to help the reader understand the source of the message or for the reader's convenience.

**FROM:** Lisa Sage, Security Manager

**FROM:** Lisa Sage, Ext. 988

---

**Date Line**

Key or insert the current date on the Date line. Spell out the month, use a numeral for the day, and follow with the year.

**DATE:** March 6, 20--

You may want to create a memo template to use when you write memos. With *Microsoft Word* and some other programs, you can insert a date code. You can set the date code to insert the current date automatically when you open the file. Figure 7-6 on page 222 shows the date options for *Word*.

---

**Subject Line**

Restrict a memo to one idea or topic. Supervisors and coworkers are busy people. Including more than one topic in a memo poses the risk that one of the topics will be ignored or forgotten. When you need to discuss another
idea, write another message. The exception to this guideline is a memo report, which may be several pages long. Reports formatted as memos are discussed in Chapter 9.

Compose a short, clear, specific subject line. The subject line of a memo states the main idea or topic of the message. The sentence that contains the main idea and the subject line should be similar, and they should use the same keywords. Note that the subject line is not a complete sentence. Make the subject brief and to the point so your receiver can quickly identify the purpose of the memo.

**Subject Line**  Planning Committee Meeting

**Sentence**  The next Planning Committee meeting will be held on Friday, November 10, at 2 p.m. in Room 312.

**Body**

The body of a memo contains the paragraphs. A memo should be written clearly enough for the receiver to understand it even if he or she does not read the subject line. The body should be courteous, correct, concise, clear, and complete.
Begin each line of the body at the left margin. Do not indent paragraphs. Leave a blank line between paragraphs if your software does not automatically leave extra space after a paragraph. The memo in Figure 7-5 on page 220 uses the *Microsoft Word* default setting of 10 point spacing after each paragraph.

Use bulleted or numbered lists to present details clearly. Use bullets when the order of the items does not matter—in a list of needed supplies, for example. Use numbers when the order of the items does matter. For instance, use numbers for directions that must be completed in a certain order or for items listed by priority. Do not leave extra space between listed items if they are short. If they are long, leave (or add) extra space between listed items.

Some background on the options will help the committee to conduct its review. Please research the following benefits:

- Flextime
- Leave sharing
- Matching 401(k) plans
- On-site flu vaccinations
- Stock options

Use tables, graphs, and charts when you need to share statistical information or other numerical data. If the table or chart is large, it can be included as an attachment rather than in the body of the memo. You will learn more about graphics and visual aids in Chapter 10.

Sales in all regions have increased over the past five years. The pie chart below shows the percentage of sales for each region for the past year.

![Sales by Region Chart]

- Region 4: 19%
- Region 1: 25%
- Region 3: 41%
- Region 2: 15%

**Key Point**

Do not indent the paragraphs of a memo. Begin each paragraph at the left margin.

**Key Point**

Use numbers rather than bullets for a list when the items should be presented or done in a specific order.
Notations

The body of a memo may be followed by one or more notations. These notations appear at the left margin below the body of the memo. Leave one blank line between notations if your software does not automatically leave blank space after a paragraph.

Reference Initials

Reference initials are the initials of the person who keyed the memo. You should include reference initials only on memos you key for someone else. Memos that are from you and that you key yourself should not contain reference initials. Reference initials are lowercase (xx) and appear below the last paragraph of the memo body. Leave one blank line before the reference initials if your software does not automatically leave space after each paragraph.

Some organizations prefer to have the writer’s initials included. The writer’s initials are keyed in capital letters, followed by a colon and the initials of the person who keyed the memo (JB:xx).

Attachment or Enclosure Notations

An attachment notation tells the recipient that another separate document is attached to the memo. The document may be attached to the memo with a staple or paper clip. Key the word Attachment at the left margin below the reference initials or below the last paragraph if there are no reference initials.

An enclosure notation tells the recipient that a document is included with the memo but not attached to it. Key the word Enclosure at the left margin below the reference initials or below the last paragraph if there are no reference initials. An enclosure notation is shown in the memo in Figure 7-5 on page 220. Leave one blank line before an attachment or enclosure notation if your software does not automatically leave space after each paragraph.

Attachments or enclosures may be listed, or the total number of enclosures may be given. Key the word (for example, Enclosures), tap TAB, and key the text that follows.

- Enclosures: Check #245
  Order form

- Attachment: Application form

- Enclosures: 3

- Attachment: Contract
Copy or Blind Copy Notations

A **copy notation** indicates that a copy of the memo is being sent to the person(s) named. A copy notation consists of the letter c followed by the name(s) of the person(s) receiving a copy. Key the notation below an attachment or enclosure notation. If there are no other notations, key the copy notation below the reference initials. If there are no reference initials, key the copy notation below the last paragraph in the body. Leave one blank line before a copy notation if your software does not automatically leave space after each paragraph.

The research phase of this project must be completed before we can move forward. Please have your report to me by April 12.

Enclosure

  c  Dora Marcos
  Janet Woo

A **blind copy notation** indicates that a copy of the memo is being sent to the person(s) named without the recipient’s knowledge. A blind copy notation consists of the letters bc followed by the name(s) of the person(s) receiving a copy. Key the notation as the last item on the memo following the same style as a copy notation. Be sure the notation appears only on your file copy and the copy sent to the person named in the bc notation—not on the copy sent to the recipient named in the To line.

Second Page Headings

Try to limit a memo to one page. When a memo requires more than one page, use a heading as shown in Figure 7-7 for all pages after the first page. In the

---

**Figure 7-7 Use a heading on all pages after the first page of a memo.**

---

Mr. Alberto Diaz
Page 2
February 12, 20--

The research phase of this project must be completed before we can move forward. Please have your report to me by April 12. Once we have all the necessary information, the construction phase of the project will begin. We plan to have construction finished by November 30, 20--.

---

Ethics

Some people question whether it is ethical to send a copy of correspondence to another person without letting the recipient know about the copy. When might sending a blind copy be ethical? When might it be unethical?
document header, key the recipient’s name, insert the page number, and key the date. Leave a blank line after the date and before the body. Suppress the header on the first page of the document.

**Memo Templates**

Many organizations have a template or standard format for memos that they require employees to use. Memos may be prepared on plain paper or on company memo letterhead. Letterhead content varies. As an example, it might include the company name as shown in Figure 7-1 on page 210 or the words *Interoffice Memo.*

If your company does not have a standard memo format, use the format shown in Figure 7-5 on page 220. You also may want to review the templates provided with your word processing software and adapt one for your use.

1. What do the templates you viewed have in common?
2. Which template would you prefer to use for memos? Why?
   
   www.cengage.com/school/bcomm/buscomm

---

**check point 4**

1. What is a distribution list? When should a distribution list be used?
2. What important step must be completed so that the heading for a two-page memo appears only on page 2?

Check your answers in Appendix C.

---

**Editing and Publishing Memos**

Follow the procedures you learned in Chapter 6 to edit the memo. Be sure the memo is courteous and includes complete and correct information. Make the memo concise, but not so short as to seem abrupt or discourteous. Proofread the final draft carefully and correct all errors. Print a copy to keep for your files and one for each recipient.

Publishing a memo is typically accomplished by placing it in an envelope and sending it by interoffice mail. If you are working away from the company offices, you may need to send the memo by U.S. Mail. Instructions for preparing envelopes to be sent by U.S. Mail are given later in this chapter.
A. Format a Memo

1. Review the instructions for margins and formatting for a memo given in this section and the memo example on page 220.

2. Key the information given below in correct memo format. Proofread the memo and correct all errors. Print the memo.
   
   Date: Current date
   Subject: Sales Projections
   From: Joann Tipton
   To: Alice Yung

   The sales projections you requested are shown on the attached page. These figures include actual sales numbers for the first three quarters of this year and estimates for the fourth quarter of this year. Please let me know if you need additional information.

B. Compose a Memo

1. You need to respond to a memo from an employee who requests information about the company’s family medical leave policy. Open the Word file CH07 Wilson Memo from the data files. Print and read the memo.

2. Open and print the Word file CH07 FML Policy from the data files. This document contains the information you will need about the company’s family medical leave policy.

3. Plan your reply message (writing as if you were Roger). Identify the main objective of the message and the order (direct or indirect) that will be appropriate for this message.

4. Identify the main point and an appropriate subject line for the memo. Identify supporting details for the message. Read the FML Policy to find the information you need to respond to the questions.

5. Compose and key the message. Refer to Figure 7-5 on page 220 and the instructions in this section for formatting guidelines. Indicate that a copy of the family medical leave policy is enclosed with the memo.

6. Edit the message to be sure it is courteous, correct, concise, clear, and complete.

7. Proofread the message carefully and correct all errors. Print the memo.
E-mail

E-mail messages are written, sent, and received on a computer. The sender keys the message in e-mail software. With the click of a button, the message is sent almost instantly to the receiver’s electronic mailbox, where he or she can read it and respond, also using e-mail.

E-mail has several advantages compared to other types of written messages.

- Because e-mail is an informal means of communicating and requires little formatting, it can be composed quickly.
- E-mail messages usually require little transmission time. A message can be sent, replied to, and acted on in minutes—more quickly than a memo sent through interoffice mail.
- E-mail is inexpensive. It requires no use of paper or ink to create and no postage to send.

Many organizations use software such as Microsoft Outlook® or Eudora® to create and send e-mail messages. Some firms have their own privately-owned e-mail systems. A company may have an internal network on which e-mail messages are transmitted or messages may be sent over the Internet.

Most e-mail programs are compatible with other e-mail programs. A message written in Microsoft Outlook, for example, can be received and read in Netscape Navigator®.

Parts of an E-mail Message

An e-mail message consists of two parts: the header and the body. The header identifies the subject of the message and tells to whom, from whom, and when the message was sent. An e-mail message is shown in Figure 7-8 on page 229.

To Line

The recipient’s e-mail address is entered on the To line. To avoid having messages go to the wrong address, you should enter the address exactly as written.

- If the address is mriviera@pandora.net
- Do not key MRiviera@Pandora.net
- Or MRIVIERA@PANDORA.NET

Key Point

The text in an e-mail address may be case sensitive. Key addresses exactly as given to you including capital and lowercase letters.
Many e-mail programs have an address book feature. Names and e-mail addresses of people to whom you write are stored in the address book. You can select a name from the address book for the To line. Selecting names from an address book can reduce errors. The name has to be keyed and checked carefully only once—when it is entered into the address book. When a recipient is selected from an address book, the person’s name, rather than the person’s e-mail address, may appear on the To line as shown in Figure 7-2 on page 211.

**Cc and Bcc Lines**

The Cc line is used to enter the e-mail address of someone to whom you want to send a copy of the message. Cc stands for carbon copy, from the days when people used carbon paper to make copies of letters as they keyed them on a typewriter. The Bcc (blind carbon copy) line is used when you do not want the individual to whom the e-mail message is addressed to know that a copy has been sent to someone else.

Blind carbon copy should be used carefully. A typical business use is to protect the privacy of a group of customers by hiding their e-mail addresses from each other and from spammers.

---

**Key Point**

E-mail addresses may be selected from an address book rather than keyed on the To line. Using the address book saves time and reduces the chances of keying errors.
From Line
The From line contains the e-mail address or name of the sender. You may not see the From line as you compose a message. When you send the message, your e-mail software will insert your address automatically.

Date Line
The Date line contains the date the message is sent. The time the message is sent may also appear. Like the From line, the date does not appear in the window in which you compose your message. It is inserted automatically by the software when the message is sent as shown in the following example:

Thursday, October 16, 2008 4:47 PM

Subject Line
Text for the Subject line is entered by the sender. A subject line should indicate the topic or main idea of the message. Remember that subject lines should be short, specific, and clear. The following examples are appropriate subject lines.

Wilson Project Bid
Budget Meeting Rescheduled
Invoice 23975 Attached

All messages received by e-mail software are placed in the recipient’s inbox, where they are listed by subject line, sender, and date. Many people receive many e-mail messages each day, including unsolicited junk messages called spam. A vague subject line may cause a message to be ignored or deleted or its importance to be misunderstood. Some e-mail programs cut off long subject lines. Identify the effective and ineffective subject lines in the inbox shown in Figure 7-9.

Body
Keying a message in e-mail software is very much like keying in a word processor. Key the message body in blocked, single-spaced paragraphs.

Figure 7-9 E-mail Inbox

<table>
<thead>
<tr>
<th>Subject</th>
<th>Sender</th>
<th>Date</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizons Committee Meeting</td>
<td>Jack Delgado</td>
<td>4/8/20  -- 9:02 AM</td>
<td>Normal</td>
</tr>
<tr>
<td>Contact</td>
<td>Sunita Narayan</td>
<td>4/8/20  -- 9:45 AM</td>
<td>Normal</td>
</tr>
<tr>
<td>You Won’t Believe This!</td>
<td>Caleb Schira</td>
<td>4/8/20  -- 1:30 PM</td>
<td>Normal</td>
</tr>
<tr>
<td>FW: Last Week to Sign up for...</td>
<td>Lynette Johns</td>
<td>4/8/20  -- 2:37 PM</td>
<td>Normal</td>
</tr>
<tr>
<td>Spring Sale</td>
<td>Crosby Gardens</td>
<td>4/9/20  -- 4:05 AM</td>
<td>Normal</td>
</tr>
<tr>
<td>Need Your Response</td>
<td>Hui Ying Zhao</td>
<td>4/9/20  -- 1:15 PM</td>
<td>High</td>
</tr>
</tbody>
</table>
Double-space between paragraphs to set them apart. Many features, such as bold and italic, work just as they do in word processing software. Some programs have features for bullets and numbering. Other formatting, such as various fonts, may be available. However, they may not be compatible with your recipient’s software.

**Work-Friendly Features**

Some features of e-mail software are especially useful at work. They include the address book, signature file, spelling checker, attachment, draft, reply, forward, priority, and return receipt features.

**Address Book**

As discussed earlier, e-mail addresses can be entered into an electronic address book. When you compose an e-mail message, you can choose an address from the address book instead of keying the address. An address book is also a convenient place to store regular mailing addresses, phone numbers, and other information about your correspondents.

With some programs, you can use an address book to create customized e-mail lists. You might create lists for groups of people, such as teams, committees, or work groups. When you write to a group, the software automatically enters the e-mail addresses of all members. Using the group address saves you time and reduces the chance that you will mistakenly omit a member or send the message to someone not in the group. Examples of group e-mail addresses are shown below.

- Accounting Department
- Benefits Committee
- Product Research Team A

With some programs, placing an address in your address book will prevent a message from that address from being treated as spam or junk mail. For example, you may want to receive e-mail messages about sales and new products from a particular company. Your e-mail software or Internet provider may suspect that these messages are spam and delete them or place them in a spam folder. Placing the address of the company in your address book tells the program that this address is one from which you want to receive mail.

**Signature File**

Some e-mail programs allow you to create a signature file. A signature file is a short block of text placed at the end of an e-mail message. Signature files usually contain useful contact information, such as your full name, title, company name, address, and phone number. You can create different signature blocks to use for messages to different groups of people. When you have more than one signature block, you must select the signature block to use for each message. A signature block is shown in Figure 7-10 on page 232.

---

*Diversity*

As when writing any business message, consider the age, gender, culture, and customs of the recipients to create a courteous message.

*Key Point*

Placing an address in your address book may prevent a message from that address from being treated as spam or junk mail.
Spelling Checker

Like the feature in word processing software, the spelling checker in e-mail software checks the text of an e-mail message for spelling errors. Always run the spelling checker for an e-mail message. Also, proofread the message and correct all errors before sending it.

Key Point

Do not send large files as e-mail attachments unless you know the receiving system can handle the large files. Large file attachments can stall some e-mail programs, preventing access to e-mail for hours.

Attachment

The Attachment feature lets you send files created in other programs with an e-mail message. Many types of files, such as word processing, spreadsheet, database, and graphics files, can be sent as attachments. Always check the size of a file you want to send as an e-mail attachment. Some e-mail systems will not accept large files as attachments. Figure 7-8 on page 229 shows a file attachment.

Draft

The Draft option lets you save an e-mail message. The message is not sent to the recipient. It is stored on your computer or network. You can open the message later, finish it, and send it. This feature is useful when you are interrupted while writing a message or find that you need to check facts or get more information to finish a message.
**Reply and Reply All**

The Reply feature is used when you want to answer an e-mail message you have received. The e-mail address will appear automatically in the To line. Depending on the settings in your software, the text of the message you received may appear in the response below your reply message. For example, suppose you have received an e-mail containing driving directions, and you have some questions about them. Including the original driving directions along with your questions is a courtesy to the person to whom you are writing. The reader can refer to the directions when answering your questions.

Reply All is the same as Reply, except that it sends your response to the person who wrote to you and to anyone listed in the Cc or Bcc lines of the e-mail. For both Reply and Reply All, the e-mail addresses of recipients are entered automatically. Use Reply All only when the persons who received copies of the message need to see your answer.

**Forward**

The Forward feature allows you to send a message you have received to a recipient you specify. You might use this feature when someone else needs to have the information in the e-mail and/or to respond to it.

**Priority**

You can assign a priority to an e-mail you compose. The default setting, which is used for nearly all messages, is normal or routine priority. In Figure 7-9 on page 230, most of the messages are rated as normal priority. Two messages are rated as high priority. Typically, a normal or routine priority is automatically assigned to messages. You change the priority to let a recipient know when a message is urgent. Assign a high priority to a message only when necessary.

**Return Receipt**

The return receipt feature is useful when you want to make sure the recipient has opened your e-mail message. When you request a return receipt, a message will appear when the recipient opens the message. A Windows Mail message is shown in Figure 7-11 on page 234. When the receiver clicks Yes, a message is sent to the original sender indicating that the e-mail has been opened.

**E-mail Netiquette**

Netiquette is a set of informal guidelines for behaving courteously online. Using netiquette when you are composing and sending e-mail messages shows consideration for the receiver. For example, quoting only enough of an original message in your reply so that the receiver will understand shows that you recognize the importance of his or her time.

---

**Key Point**

Do not routinely use Reply All when answering messages. Many times, only the person who sent the message needs your reply.

**Key Point**

Request a return receipt for important messages when you want to be sure they are read.
Follow these netiquette guidelines to communicate courteously:

- Assign a high priority to a message only when it is truly urgent.
- Ask for approval from the recipient before sending a message with large attachments or several attachments.
- Before forwarding a message, get the writer’s consent.
- Use the Bcc feature cautiously.
- Do not use e-mail to send confidential or sensitive information or to communicate personal criticism.
- Do not use all capital letters when keying an e-mail message. Using all capitals is considered shouting.
- Do not send flames, which are angry or insulting messages.
- Do not send or forward spam.
- Do not use emoticons in business e-mails. An emoticon is a combination of keyboard characters or icons used in messages to indicate emotion. For example, a smiley face icon ☺ indicates that a comment is made in jest.
- Use correct grammar, spelling, and punctuation. Do not use informal abbreviations, such as TTYL for talk to you later.

1. What is purpose of a subject line in an e-mail message? What makes a subject line effective?
2. What are two advantages of using an address book when creating an e-mail message?

Check your answers in Appendix C.
Instant Messaging

Instant messaging (IM) is a means of communicating electronically via text messages with one or more people in real time. The exchange is immediate, like a telephone conversation, when both or all parties are online. Comments are keyed rather than spoken. Some companies use IM to communicate with clients, customers, and suppliers. At an online clothing retailer, for example, a customer who is not sure what size shirt to order can “talk” with a customer service representative, using a chat feature. The customer can get an answer that otherwise would involve a telephone call or several exchanges of e-mail messages.

Most often, IM is used at work to communicate with coworkers. It is especially popular with young adults who have used the technology at home and school for years. IM can save communication time and improve teamwork.

Instant messages are sent over the Internet or via private company networks. Some IM programs are not compatible with other IM programs. A person using MSN® Messenger, for example, may not be able to chat with someone using a different program.

IM conversations are very informal. They are truly conversations—not documents like letters or memos. Instant messages may use jargon, abbreviations, elliptical sentences such as A bit small, and emoticons.

IM Basics

Like an e-mail composition window, the window for composing an instant message generally includes a To line and a text area where the message is keyed. You can key the recipient’s name or select the name on a contacts list. Once you send your message and the other person responds, the conversation begins. Several people can take part in a single conversation using a chat feature. At work, however, only two people typically take part in the conversation.

Buddy, Contacts, or Friends List

A contacts list is a list of people with whom you communicate. For example, you might create a contacts list for coworkers with whom you communicate frequently, another for members of a committee on which you are serving, and another for people on your production team. In some programs, the contacts list is called a buddy list or friends list. When you connect to your messaging server and choose a contacts list, you can see at a glance which people on that list are online and available to talk with you. Those people can see that you, too, are available to talk.
Chat Window

The chat or conversation window displays everything keyed in the current chat session. Comments are listed in the order made, and the person who made each comment is identified. The window also includes a space in which you enter the comments you would like to add to the discussion. Notice that abbreviations for thanks (thx) and talk to you later (TTYL) are used in the message shown in Figure 7-12.

Figure 7-12 Instant Messaging Chat Window

Work-Friendly IM Features

Like e-mail, IM has several features that are especially useful at work. Status options show whether a person is available to talk. Options vary with the software. Examples are Available, Away, Busy, Be Right Back, Out to Lunch, and On the Phone. Some software allows you to create personalized status messages. Other features, such as the ability to save messages, spelling checker, attachment, forward, and return receipt, are similar to those found in e-mail programs.
**IM Netiquette**

Many of the rules of netiquette for e-mail also apply to IM. The primary rule is to be considerate of others. Additional rules of IM netiquette are listed below.

- Do not use all capital letters.
- Be sensitive to the possibility that other users may have slower systems.
- Do not communicate confidential, sensitive, or personally critical information by IM.
- Be brief. IM is best for short messages. Use other methods for long messages.
- Use status options to let people know about your availability and respect the status option listings of others.
- Even when someone’s status is Available, it is polite to begin a conversation by asking whether now is a good time to talk.
- Consider your receiver in the level of formality of your comments, as well as in your use of abbreviations and emoticons.
- Do not leave other people waiting for your response. When you start a chat, be prepared to carry it through with little or no interruption.
- Protect your privacy and the privacy of others by learning about and using the security features of your system.

**Key Point**

IM transmissions may not be secure or private. Do not communicate confidential, sensitive, or personally critical information by IM.

---

1. Describe business uses for instant messages.
2. What is the primary IM netiquette rule?
   Check your answers in Appendix C.
Section 7.3 Applications

A. Compose an E-mail

Each December, the members of your department attend a holiday luncheon. You have been asked to make the luncheon plans and share them with your coworkers.

1. Create an e-mail message that will be sent to all the employees in your department. (If you do not have e-mail software, key the message as a memo.) Use an address provided by your instructor in the To line.

2. The message will be from you on the current date. Key an appropriate subject line.

3. Organize the information you will need to tell your coworkers. Select a date and time for the luncheon. Select a local restaurant where the luncheon can take place. Do research to find the address and phone number.

4. Key the body of the e-mail. Remember to make the message courteous and to include the five Ws—who, what, where, when, and why.

B. Review E-mail Netiquette

Review the e-mail netiquette guidelines given in this chapter. Then, read the e-mail message shown below. Does this message follow netiquette guidelines? What problems with the message can you identify?

```
From: Ray Posner (Work)
To: fdecapra@company.com
Cc: 
Subject: HELLO THERE

I THINK YOU WILL WANT TO SEE THE PICTURE I HAVE ATTACHED. IT SHOWS OUR GROUP AT THE COMPANY PICNIC.

DID YOU HEAR THE LATEST NEWS? I HAVE IT ON GOOD AUTHORITY THAT OUR NEW CONTRACT WITH TONGA, INC. IS GOING TO BE FINALIZED TODAY. OF COURSE, THIS NEWS IS STILL HUSH-HUSH. 😊

TTYL
```
Writing Letters

After you have planned and organized your message, you are ready to write. Every letter should contain certain standard parts. Several optional letter parts may be used when needed. Each part of a letter serves an important purpose. The parts of a letter and formatting guidelines for letters are discussed in the following paragraphs.

Standard Letter Parts

The standard parts of a letter are the date, letter address, salutation, body, complimentary close, writer’s name and title, and reference initials. Figure 7-13 on page 240 illustrates these standard letter parts.

Date

The date indicates when the letter was composed. Begin the date at about 2 inches from the top of the page or center the page vertically. If the paper has a preprinted company letterhead or a letterhead in the header, begin at least ½ inch below the letterhead. Use default side margins.

Use the same format for the date as you do in memos. Spell out the month, use a numeral for the day, and follow with the year. Key the date or use a feature such as Word’s Date and Time to insert the date.

If your software leaves 10 points of blank space after each paragraph, tap ENTER twice. If the software does not add space after a paragraph, tap ENTER three times to leave blank lines after the date.

Letter Address

The letter address contains the name and address of the receiver. For a business letter, it generally consists of the receiver’s name and job title, followed by the company, street address, city, state, and ZIP Code. Key one space between the two-letter state abbreviation and the ZIP Code. Use the ZIP+4 Code if you know the last four digits. If you do not know the ZIP Code for an address, you can find it by looking on the U.S. Postal Service Web site. Enter the search term ZIP Code lookup in an Internet search engine to quickly find the site.
Figure 7-13 This block letter has open punctuation.

```
Park Systems
303 Park Avenue
New York, NY 10033-1784
Phone: (800) 555-0150

January 8, 20–

Mr. William Delaney
Delaney Financial Services
105 High Street
Columbus, OH 43230-9017

Dear Mr. Delaney

Thank you for giving us the opportunity to prepare a cost analysis and bid for your new office system. You should receive our bid by special courier within the next ten days.

Brochures describing our Model 4000 office system that you requested are enclosed. Please call me at (800) 555-0150 if you have any questions about the system.

Sincerely

Martina Garcia
Sales Manager

Enclosure
```
If your software leaves 10 points of blank space after each paragraph, tap ENTER once after the last line of the address. Remove the blank space after the other lines in the address. See Figure 7-13 for an example address format. If the software does not add space after a paragraph, tap ENTER two times to leave a blank line after the address.

Include the receiver’s personal or professional title (Mr., Ms., Dr.) in the letter address. If you are writing to a woman and do not know which personal title she prefers, use Ms. A job title can appear on the same line with the name or on the line below, whichever makes the letter address block look more balanced.

Ms. Maeve Saunders, Treasurer
Central Tennessee Bank
396 West Street
Franklin, TN 37064-7109

Salutation

The salutation serves as a greeting to the receiver. It usually consists of Dear and the receiver’s personal or professional title and last name (Dear Dr. Sanjabi). If you and the person you are writing to are on a first-name basis, use the first name instead. Use the name you would use if you were addressing the person face-to-face.

If you are writing to a company and do not know the name of the appropriate person to receive the letter, use the salutation Ladies and Gentlemen. If the letter is addressed to a job title, use the title in the salutation.

Dear Mrs. Nunez    Ladies and Gentlemen
Dear Frederick    Dear Service Manager

You may use one of two punctuation styles for the salutation and complimentary close. Open punctuation means that no punctuation follows the salutation or complimentary close. Open punctuation is often used with block letter style; however, it is also appropriate for modified block letter style. Mixed punctuation means that a colon follows the salutation and a comma follows the complimentary close. Mixed punctuation is appropriate for both block and modified block letter styles.

Open Punctuation    Mixed Punctuation
Dear Dr. Lombardi    Dear Mr. Van Nuys:
Sincerely    Sincerely,

If your software leaves 10 points of blank space after each paragraph, tap ENTER once after the salutation. If the software does not add space after a paragraph, tap ENTER two times to leave a blank line after the salutation.
Body
The body contains the paragraphs of the letter. The body should be courteous, correct, concise, clear, and complete. Begin each line of the body at the left margin. Leave a blank line between paragraphs if your software does not automatically leave extra space after a paragraph. The letter in Figure 7-13 on page 240 uses the Microsoft Word default setting of 10 point spacing after each paragraph.

As in memos, use bulleted or numbered lists to present details clearly. Use bullets when the order of the items does not matter—in a list of needed supplies, for example. Use numbers when the order of the items does matter.

Complimentary Close
The complimentary close is the formal closing. Only the first letter of the first word is capitalized. Key a comma after the complimentary close when using mixed punctuation. Do not insert any punctuation when using open punctuation. Frequently used complimentary closes include the following:

Sincerely  Sincerely yours  Cordially

If your software leaves 10 points of blank space after each paragraph, tap ENTER twice. If the software does not add space after a paragraph, tap ENTER three times to leave blank lines after the close.

Writer’s Name and Title
Key the writer’s name below the complimentary close. Remove space after the paragraph if your software automatically adds space after a paragraph. Key the title on the next line. Personal or professional titles usually are not included unless the writer wants to indicate his or her gender and the first name does not do so (for example, Ms. Dale Normington). However, a degree or another professional designation after a name is acceptable. A personal business letter does not include a job title.

Place the writer’s job title next to the keyed name or on the line below it, whichever looks more balanced. If a department or another division is included, arrange it for balance as well.

Jenny Kaplan, Ph.D.  Leng Xiong, Director
Program Coordinator  City Youth Program

Reference Initials
Reference initials indicate who keyed a letter. They appear two lines below the writer’s title (or the printed writer’s name if no title is used). As in memos, reference initials in letters are lowercase. Include them only when you key a letter for somebody else.
Optional Letter Parts

A business letter may include one or more of these optional parts: attention line, reference or subject line, enclosure or attachment notation, copy or blind copy notation, and postscript. Personal business letters may have these same optional letter parts.

Notations, such as enclosure, attachment, copy, and blind copy, follow the same rules as those for memos and appear in the same location. Other optional letter parts are discussed in the following paragraphs.

Attention Line

An attention line is used when a letter is not addressed personally to an individual, but rather to an organization. The attention line directs the letter to a position or department within the organization. A letter from a radio station offering special prices on ads to a public relations agency might use an attention line in one of the ways shown here.

Attention Media Buyer
Pinciaro Consulting
62 Broughton Street
Hartford, CT 06109-3405

Attention Marketing Department
Pinciaro Consulting
62 Broughton Street
Hartford, CT 06109-3405

Note that when an attention line is used, it is the first line of the letter address. The proper salutation is *Ladies and Gentlemen*. An attention line is shown in Figure 7-14 on page 244.

Reference Line

A reference line directs the reader to a source document, such as an invoice, that is included with the letter. The reference line appears below the letter address, before the salutation.

Ms. Myra Quigley
Quigley Dry Cleaners
570 Orion Road
Northbrook, IL 60062-4110

Re: Invoice 84295
Dear Ms. Quigley
Figure 7-14 This modified block letter has mixed punctuation.

Park Systems
303 Park Avenue
New York, NY 10033-1784
Phone: (800) 555-0150

January 8, 20—

Attention Office Manager
Delaney Financial Services
105 High Street
Columbus, OH 43230-9017

Ladies and Gentlemen:

BID FOR OFFICE SYSTEM

Thank you for giving us the opportunity to prepare a cost analysis and bid for your new office system. You should receive our bid by special courier within the next ten days.

Brochures describing our Model 4000 office system that you requested are enclosed. Please call me at (800) 555-0150 if you have any questions about the system.

Sincerely,

Martina Garcia
Martina Garcia
Sales Manager

Enclosure Notation

Copy Notation

Postscript

If you would like our regional salesperson to visit your office and talk with your staff, contact Mr. Cohen at (614) 555-0134.
Subject Line

As in a memo, the subject line of a letter provides the letter’s topic. The subject line appears between the salutation and the body. It may be keyed in all capital letters or using initial capitals. The word Subject is optional.

Dear Mr. Petrocelli

TOULOUSE-LAUTREC EXHIBIT

There has never been a better time to renew your Briarley Museum membership. This fall, the museum will host an exhibition of more than 200 works by Henri de Toulouse-Lautrec. This exhibit . . .

Postscript

For emphasis, you may add a postscript. A postscript is a sentence or paragraph at the end of the letter that reinforces the message or provides additional information. Postscripts rarely are used in routine business letters, but they often are used in sales letters. Position the postscript below the last notation.

Enclosure

Remember that if you order by November 1, you will receive a 15 percent discount and free shipping.

Check your answers in Appendix C.

1. What are the optional parts that may be included in a business letter?
2. What is the purpose of a postscript, and where is it placed in a business letter?

Editing and Publishing Letters

Follow the procedures you learned in Chapter 6 to edit letters. Be sure the letter is courteous and includes complete and correct information. Proofread the final draft carefully and correct all errors. Print a copy to keep for your files and one for each recipient.

Publishing a letter is typically accomplished by placing it in an envelope and sending it by interoffice mail, U.S. Mail, or a private mail carrier.

Key Point

Use reference and subject lines correctly. A reference line directs the reader to a source document, such as an invoice. A subject line indicates a letter’s topic.

Key Point

Postscripts rarely are used in routine business letters, but they often are used in sales letters.
Business Letter Formats

Business letters may be prepared in block or modified block format. In block format, all lines begin at the left margin. A block letter is shown in Figure 7-13 on page 240. In modified block format, all lines begin at the left margin except for the date, complimentary close, and writer’s name and title. These items begin at the horizontal center of the page. Figure 7-14 on page 244 shows a modified block letter.

Like business letters, personal business letters may be written in block or modified block format. They may be keyed on plain paper or personal letterhead.

Some business or personal business letters exceed one page. For these letters, use a heading on the second page. The heading is the same as for the second page of a memo. See Figure 7-7 on page 225. Use plain paper of the same quality as the letterhead for the second page.

Business Envelopes

When preparing a business envelope, use the same address that appears in the letter. If the letter address contains an attention line, key that information as the first line of the address on the envelope.

Address Format

Using U.S. Postal Service format—keying the address in all capital letters with no punctuation—can result in more efficient processing of your letter. This format is shown in Figure 7-15 on page 247. However, using the traditional uppercase and lowercase letters and punctuation for the address is also acceptable.

With a standard size 10 business envelope (4 ¼” x 9½”), the receiver’s name and address should begin about 2 ½ inches from the top. Key the information single-spaced in block style. Begin the letter address about ½ inch left of the center, as shown in Figure 7-15.

Businesses often use envelopes with a preprinted return address. If your company does not, key the return address in the envelope’s upper left corner. Self-adhesive labels often are used when letters are mailed to many recipients. For example, labels may be used for a mailing to customers, telling them of an upcoming sale. These labels should be placed approximately in the same spot on the envelope as the recipient’s address would be keyed.

Mail may be sent by private mail carriers, such as FEDEX or UPS. When sending mail by a private carrier, complete the form provided by the carrier. Forms vary, but they typically include the name, address, and telephone number for both the sender and the receiver. The class of service, such as Overnight Mail, is also shown on the form.

Envelope Feature

Most word processing software has an Envelope feature. This feature copies the letter address from a letter you have keyed. The address is
Using Mail Merge

Successful workers use efficient methods for completing work tasks. Using the mail merge feature of your word processing software allows you to create mailings efficiently.

Suppose you need to send letters to 120 people. Each letter will tell the recipient a date when membership in your organization expires. You could key 120 different letters or manually edit the first letter for each additional recipient. Using mail merge would be a more efficient way that would require much less time.

Mail merge allows you to create personalized letters for recipients. The parts of the letter that are the same for each recipient are keyed in one file. The names, addresses, membership expiration dates, and any other data that are different for each recipient are keyed in a different file. Field codes for the variable data are also keyed in the letter file. The mail merge process integrates the variable information into the letter file to create personalized letters. Read the Help information that is available in your word processing software to learn more about using mail merge.

automatically inserted on an envelope page or printed. The envelope feature also can insert a return address and accommodate single envelopes, mass mailings, and address labels. Some software can add a postal bar-code that speeds mail handling.

Key Point

Using the Envelope feature of word processing software to create envelopes saves times and reduces the chance of keying errors in the address.
Folding Letters

Business letters should be folded neatly before being inserted into envelopes. Follow these steps to fold and insert a letter.

1. With the letter face up, fold slightly less than one-third of the letter up toward the top.
2. Fold down the top of the letter to within ½ inch of the bottom fold.
3. Insert the letter into the envelope with the last crease toward the bottom of the envelope.

Check your answers in Appendix C
Section 7.4 Applications

A. Letter Parts and Format

1. Bring to class a business letter that you or someone in your family has received. (Select a letter that does not contain confidential information.)

2. Which letter format, block or modified block, does the letter use? If the format does not conform to either style shown in this textbook, describe how it is different.

3. What letter parts are included in the letter?

4. What punctuation style is used in the letter?

5. If the letter has a letterhead, what information is included in the letterhead?

B. Block Letter

1. Key the information shown below as a block letter with open punctuation. Assume the letter will be printed on letterhead paper. Refer to Figure 7-13 on page 240 for an example block letter.

   June 15, 20--
   Mr. Rob DeSousa | 89 Gateway Street | Seattle, WA 98104-3428
   Dear Mr. DeSousa
   Your new Main Street Clothing credit card and credit agreement are enclosed. You may use this card in both our Seattle and our Tacoma stores. Because of your good credit record, you will be able to charge as much as $5,000 at a time on your card.

   Plan to take advantage of our annual summer clearance sale that begins on July 1. Many items will be 25 percent off the regular price. You can use the enclosed coupon to purchase one item at 50 percent off the regular price.

   Thank you for becoming a Main Street Clothing credit customer. Please let me know if you have any questions about your new account.

   Sincerely
   Mary Ann Loudon
   Credit Manager
   Enclosures
Chapter **Summary**

7.1 **Business Correspondence**

- Business correspondence is a written message, such as a memo or letter, that deals with business matters.
- Purposes for business messages may be to provide a record, advise, direct, state a policy, inform, request information, reply to requests, persuade, or promote goodwill.
- To plan a business message, identify the objective, determine the main idea, choose supporting details, and adjust the message for the receiver.
- Use direct order in a message that contains good or neutral news. Use indirect order in a message that contains bad news or that tries to persuade the receiver.

7.2 **Memos**

- A memo is an informal document that is sent to someone within your company or group.
- A memo contains heading lines and a body. It may also contain one or more notations.
- The subject line of a memo states the main idea or topic of the message. It should be short, clear, and specific.

7.3 **E-mail and Instant Messaging**

- An e-mail (electronic mail) is an informal message written, sent, and received on a computer. E-mail is a fast and inexpensive way to send business messages.
- Using netiquette when you are composing and sending e-mail messages shows consideration for the receiver.
- Instant messaging (IM) is a means of communicating electronically via text messages with one or more people in real time.

7.4 **Letters**

- A business letter is a document used to send a formal written message to someone inside or outside the organization.
- The standard parts of a letter are the date, letter address, salutation, body, complimentary close, writer’s name and title, and reference initials.
- Business letters may be formatted in block or modified block style.
Vocabulary

Open the Word file CH07 Vocabulary from the student data files. Complete the exercise to review the vocabulary terms from this chapter.

attachment notation  invoice
blind copy notation  letter
body  memo
contacts list  mixed punctuation
copy notation  netiquette
e-mail  open punctuation
emoticon  postscript
enclosure notation  reference initials
flame  spam
instant messaging (IM)  subject line

Critical Thinking Questions

1. Should your company e-mail account be used to send personal messages? Why or why not?
2. Confidential information should not be sent in an e-mail message. Why is this so?
3. You need to let your supervisor know that a client has decided to place a large order with a competitor rather than with your company. What type of written message should you use?
4. Identify a job that you may like to have in the future. What types of letters or memos do you think a person in this job might need to write?
Chapter Applications

A. Modified Block Letter

1. Refer to Figure 7-14 on page 244 to review modified block letter style.

2. Open the Word file CH07 Carson Letter from the data files. Format the text in the file as a modified block letter with mixed punctuation.

3. Read the edits and accept or reject the changes so the letter uses correct grammar, spelling, and punctuation. Proofread and correct all errors. Print the letter.

B. Phishing Alert Memo

1. Open and print the Word file CH07 Phishing Memo from the student data files. Key the information in correct memo format.

2. Proofread the memo and correct all errors. Print the memo.

C. E-mail Safety

1. Work with a classmate to complete this activity. Search the Internet for articles about using e-mail safely. The article might be about phishing, spam, identity theft, passwords, computer viruses, or other matters involving e-mail.

2. Key a summary of the main points of the article. Give complete source information (author, article name, Web site name, Web site address, and date accessed). Be prepared to share what you have learned with the class.

D. E-mail to Contact Group

1. Format the following message as an e-mail.

2. Work with another student and send your e-mails to each other. Use the Reply feature to reply to your partner’s e-mail and suggest any corrections.

3. Create a contacts group or mailing list to include six students in your class. Send the final, corrected e-mail to the group or mailing list with a copy to your instructor.

Fire lanes are an important part of our school’s emergency plan. They are designed to allow fire engines and other emergency equipment easy access to the buildings and grounds.

Recently, an increasing number of cars have been parked in fire lanes and left unattended. Parking in fire lanes, even for a short time, is prohibited by law. It endangers our students, staff, and visitors. Effective next Monday, [insert next Monday’s date], any car parked in a fire lane, no matter how briefly, will be ticketed by metro police and towed at the owner’s expense.
Our three parking lots provide ample space for student and staff parking, as well as parking for visitors. In addition, short-term parking is available in designated spaces in front of the main building. Please join us in our effort to keep the school safe and to set a good example for other drivers.

**E. Envelopes for Business Letters**

1. Open the letter you created in Application B on page 252.

2. Use your software’s envelope or mailings feature to create an envelope for the letter. Use the all capitals, no punctuation style recommend by the U.S. Postal Service for the letter address. Key your address as the return address.

3. Add the envelope to the letter file if you have that option. Print the envelope. (Use paper cut to 4 ⅝" x 9 ½" to simulate a standard size 10 business envelope if envelopes are not available.)

4. Open the letter you created in Application A on page 251.

5. Use your software’s envelope or mailings feature to create an envelope for the letter. Use the traditional style (initial caps and punctuation) for the letter address. Key the name and address shown in the letterhead in the return address.

6. Add the envelope to the letter file if you have that option. Print the envelope. (Again, use paper cut to size if envelopes are not available.)

**F. Personal Business Letter**

1. Select a product or service you have used that you like very much or that you do not like. Do research to find the seller of the product or service and an address where you can write to the company. Some products have a company address on the label. For other products or services, you may need to do research on the Internet.

2. Write a personal business letter to the company, thanking them for making such a good product or telling them why you do not like the product. Give details about why you like or do not like the product and suggestions for changes.

3. Create a letterhead with your name and address in the document header.

4. Edit the letter to be sure it is courteous, correct, concise, clear, and complete. Proofread and correct all errors. Create an envelope for the letter.

**Editing Activity**

Open and edit the Word file CH07 Editing from the student data files. Correct all spelling, punctuation, and grammar errors.
Planning Messages

Alicia Perez is the public relations director of a regional theater. She would like to start a tradition of offering twice-yearly matinees of selected shows for students. After a performance, the actors would answer questions and hand out box lunches. Offering the matinees might seem like a simple matter, but it will require a good deal of planning. Alicia already has the approval of the artistic director and business manager. She needs to complete several tasks to accomplish her goal:

• Find corporate sponsors to pay for tickets and to donate box lunches.
• Secure the cooperation of the shows’ stage managers and casts.
• Inform the house manager to ensure that the theater remains open and staffed for the extra time after performances.
• Invite schools to participate.
• Make the box office aware of the special ticketing arrangements.

1. What type of message (letter, memo, or e-mail) would Alicia need to write to accomplish each task?

2. What order (direct or indirect) would be appropriate for each message?
Communication for Architecture and Construction

James graduated from high school a year ago and began looking for a job in construction. Initially, finding a job was somewhat difficult. To improve his chances for finding a job in construction, James took several construction-related courses at a local technical college. One of the courses was Safety in Construction.

James is now working at Patterson Construction Company as part of a framing crew. His job is to help construct the frame of new buildings. His crew is currently working on a new apartment complex. As he is working on the project, James notices several violations of safety codes that he learned about in his safety course. For example, many workers do not wear safety glasses when cutting wood for the frames. Also, items that could cause a worker to fall are sometimes left on temporary stairs between floors within the complex.

1. What should James do? Should he report the violations to his supervisor?
2. What might happen if James reports the violations to his supervisor?
3. If James reports the violations to his supervisor, what method of communication should he use? Why?
Chapter 7 Answers

Checkpoint 1
1. Memos and e-mail are both informal, internal documents. They are different in that memos are sent as printed documents and e-mail messages are sent electronically by computer.
2. E-mail messages are the most commonly used type of document for internal business messages.
3. A letter is more formal than a memo.

Checkpoint 2
1. The purpose for a business message may be to:
   - Promote goodwill
   - Provide a record
   - Advise, direct, or state a policy
   - Inform
   - Request information or reply to requests
   - Persuade
2. Answers will vary. An e-mail might be sent to inform an employee about a change in a meeting date and time.

Checkpoint 3
1. The five Ws that you should consider when planning the details for a message are who, what, where, when, and why.
2. When the supporting information appears before the main idea in a message, indirect order is being used.

Checkpoint 4
1. A distribution list consists of names of persons to whom a memo is sent. It should be used when a memo is sent to several people.
2. To make the heading for a two-page memo appear only on page 2, suppress the heading on page 1. You may also be able to select an option such as Different first page that creates a different header for page 1 (which would be blank).

Checkpoint 5
1. A subject line indicates the topic or main idea of the message. An effective subject line is short, specific, and clear.
2. Selecting names from an address book can reduce errors in addresses on the To line. You can use an address book to create customized e-mail lists to send messages to groups of people.

Checkpoint 6
1. Some companies use IM to communicate with clients, customers, and suppliers. Most often, IM is used at work to communicate with coworkers.
2. The primary IM netiquette rule is to be considerate of others.

Checkpoint 7
1. The standard parts of a letter are the date, letter address, salutation, body, complimentary close, writer’s name and title, and reference initials.
2. For a business letter, begin the date at about 2 inches from the top of the page or center the page vertically. Use default side margins.

Checkpoint 8
1. A business letter may include one or more of these optional parts: attention line, reference or subject line, company name, enclosure or attachment notation, copy or blind copy notation, and postscript.
2. A postscript is a sentence or paragraph that reinforces the message of the letter or provides additional information. A postscript is placed at the end of the letter below the last notation.

Checkpoint 9
1. Block and modified block styles are used for business letters.
2. The envelope letter address format recommended by the U.S. Postal Service uses all capital letters and no punctuation. Traditional letter address format uses initial capital letters and punctuation.

This page contains answers for this chapter only.