



Writing a memo

The word memo, is a colloquial form of memorandum. A memo is a type of short, informative letter, written to share important information within an organization or business. Memos may be composed to remind, advise or instruct one individual or a number of people within the organization.

More formal memos are used frequently in an office context and are often hand-written although increasingly they may be delivered by email. The language in a memo is usually very precise and business-like. Memos are unlike letters in that they don't usually inquire into personal topics.

The key features of a successful memo are as follows:

- Include the name of the organization at the top of the page and also indicate who has written the memo, the person to whom it is written, the subject of the memo and the date when the memo was composed.
- A memo should always begin by indicating the purpose of the communication.
- Address one key topic or subject.
- Write short, simple, direct sentences.
- Use language that is clear and unambiguous.
- Write in point form - include bullets if you wish to make the points easily accessible.
- Create a courteous tone.
- Instructions within the memo should be written using the imperative form of verbs, and in the present tense.
- Conclude with an instruction on what action should be taken in response to the memo.
- *Note: the plural of memo is memos, while the plural of memorandum is memoranda or memorandums.*

Serious Sound Systems Ltd.

MEMO

To: Gerard Hunt, Head of Sales

From: Ashley Price, Managing Director

Date: 22 October 2007

Subject: Delivery of new iPods

- This memo confirms that 200 iPods will be delivered to our store on next Friday, 26th October.
- Please prepare in-store marketing material for that date.
- Check that the delivery includes 45 iPod shuffles and 60 iPod nanos.
- 3 iPods only may be used for demonstration purposes within the store.
- Target audience ranges from pre-teens for the shuffle and nano to the late-teens and young adult for the 80GB iPod.
- The target number of sales is 100 units before the end of November.
- Emphasise on promotional signs that there is a free iTunes Music Card worth €25 with all iPods purchased before 15th November.
- Retail price will range from €89 for the shuffle to €379 for the 80GB iPod.
- Please brief each of the sales assistants on the key-selling points of the new products.
- Full specifications the range will be on your desk tomorrow morning.
- I will be available on Thursday from 2 – 2.30pm to discuss any queries you may have on the products.