



TEXAS TECH UNIVERSITY
Rawls College of Business

Georgie G. Snyder Center *for* Business Communication™

To: Reader's name and job title (if applicable)

From: Your name, fellow writers' names, and job titles (if applicable)

Date: Complete and current date

Subject: Clear and specific subject line (think of this like a title)

The first part of a memo explains the purpose of the document in one or two paragraphs. Here, you'll provide any relevant context while outlining the main talking points. There usually isn't a heading like in other sections, but the audience should be able to get a clear understanding of the memo's purpose and details with just this one paragraph.

One important aspect to note is that a memo doesn't start with a greeting like a letter or email should. Instead, you should just start the memo. Much like the introduction, the conclusion won't include a closing or a signature. It will just feature the end/wrap-up of the message.

Include Headings for Key Sections

Using headings for key sections in memos is a good way to help your reader understand the main focal points of your memo with a quick glance. Write headings that are short, but also specific to clarify the content of the segment.

When you're using headings, you don't need to worry as much about transitions between paragraphs. Instead, keep each section focused on the main idea from the heading. Preventing repetition or redundancies is a nice way to balance conciseness with completeness.

Use Lists to Highlight Details

A common feature of many memos is the use of bulleted or numbered lists. The readers' attention will be drawn to the unique formatting of lists, and the list itself can help the audience remember information better. Just remember the key difference between bullets and numbers:

- Bulleted lists are ideal when the sequential order of the items isn't important
- Numbered lists are ideal when the sequential order is important (priority, instructions, etc.)

Final Thoughts

The last section of the memo should be your conclusion, acting as a wrap up for the audience. It's usually a good idea to present a clear call-to-action for your audience. Many times, this call-to-action may just be a request for the audience to contact you. Sometimes, the call-to-action will be a specific task for the audience to complete.

Much like the introduction, the conclusion will not feature a closing, your name, or your signature. If you are planning on including other documents along with your memo, you may include an "Enclosed" or "Attachments" line at the end, but be sure to name the documents included with the memo.

Attachments: 2017 Market Research Report