



Create a Business Memo

New Skills: Formatting a Business Memo • Superscript Text Style



TASK AND PURPOSE:

Create a business memorandum from the marketing director to the marketing staff advising them of space being reserved in *The Rapid City Gazette* for the Grand Opening announcement of Skateboards, Inc.



OVERVIEW:

Memos and business letters are the most common types of business communications. Memos are almost always used within an organization. They are usually short, to the point, and do not have a salutation or complimentary closing. Memos have a specific format that is very different from a business letter.



STRATEGIES AND TIPS TO CONSIDER:

1. Memos usually have a 1 inch margin on all four sides, and the writer's initials always appear next to the name at the top of the memo.
2. Be concise. Long sentences with complex construction do not belong in memos. Keep memos short and to the point.
3. Read through all instructions before proceeding with the project.



INSTRUCTIONS, INFORMATION, AND REQUIRED CONTENT:

1. Using Microsoft Word, create a new document.
2. Save the document as **Project W-5 Business Memo** in your "Word Projects" folder under your "Skateboards, Inc. Simulation" folder.
3. Set the page size to 8.5 inches wide x 11 inches tall with a 1 inch margin on all sides.
4. Choose an easy-to-read font, and keep the font size to a maximum of 10-12 points, unless otherwise noted.
5. At the top center of the page, insert the Skateboards, Inc. logo installed from the Skateboards, Inc. Resource CD. Resize the logo so it is in proportion with the rest of your document.

Project W-5: Create a Business Memo continued

- Four lines below the logo, key the following text centered, bold, all caps, with one space between each letter:

MEMORANDUM

- Four lines below the memorandum heading line, key the following information left-aligned, double-spaced: (Highlight the initials after Rebecca Langford's name, change to a script-like 16 point font, and superscript.)

To: Amy Reeve and Christine Stone, Marketing Staff
From: Rebecca Langford, ^{RL} Marketing Director
Date: May 10, 20__
Subject: Grand Opening Advertisement

- Double-space and insert a solid line extending from margin to margin.
Tip: Hold down the shift key and use the hyphen key or use the border or line tool.

- Double-space and key the following information as shown below, left-aligned, double-spaced between paragraphs.

We are reserving space in *The Rapid City Gazette* to run the Grand Opening Advertisement for Skateboards, Inc.

The ad will run on May 28, 29, 30, and 31 leading up to the June 1 Grand Opening event. I am looking for ideas and suggestions on design and content for the ad. Let's plan to meet next week to brainstorm and "kickflip" around some ideas. We'll discuss ad size at this meeting.

What's your availability for Friday? Let's get ready to "Rock and Roll" and make the Grand Opening of Skateboards, Inc. an event Rapid City will never forget!

- Carefully proofread your work for accuracy and format.
- Resave the file.
- Print a copy of the document if required by your instructor.

SKATEBOARDS, INC.