

WRITING FOR THE WORKPLACE

Characteristic	Explanation	Example
Starting point	Think about the need your letter addresses.	I'm writing to apply... As you requested...
Purpose	You'll be solving problems, completing work, or asking for action through sharing ideas and information.	A possible solution to the problem is... We may need to modify our procedures for...
Audience	Think about your reader. Know your reader's position, needs, and knowledge. Craft the message accordingly.	The staff at Three Oaks Day Camp appreciated the honor of the mayor's presence at our benefit dinner last week. On behalf of the Hawks little league team, I wish to thank you for the tickets you sent. We had a great time at the Lakers game.
Form	Most workplace writing has a standard format: (1) three part structure explaining purpose, giving details, and suggesting action, and (2) data, including strategies, numbers, and visuals.	I'm writing for information about your new photocopier machine. Our company is small, but makes at least 100 copies per day. Please call (969) 555-1756 Monday through Thursday and ask for me, Julio Vaca. We offer the following services: <ul style="list-style-type: none"> • Window washing • Carpet cleaning • Floor waxing
Voice	Be conversational, but direct. Do not be too formal or too personal.	We welcome you to the Pasadena business community. I could set up a news conference that will give us good publicity.