 Aside from written reports and meetings, email memorandums are likely the primary method you will communicate with your boss. Today we will cover some stylistic approaches to maximize the effectiveness of your memos.

A recent example from Jade Corp. Give time to read.
List +s & -s on board.

The stage: With the internet we are bombarded with cheap information & people telling us what to do. This deluge has forced us to only read things that are relevant to our own needs & motivations. If it’s not related to people won’t read it.

How people read:
Eye tracking studies show this:

1. People read to establish relevance, i.e., if they should care about it.
2. People continue to read by skimming to important parts/headers.
3. If relevance continues, people keep reading if credible.
How to help people read

#1: Establish relevance immediately & reinforce it throughout with headings & special fonts.

#2: Make the document skimmable. What would someone take away if they only skimmed your e-mail?

#3: Maintain credibility by referencing attachments/sources at most relevant points & avoid over-ambitious statements.

#4: Make sentences short (<20 words) & statements to the point.

#5: Read Strunk & White: The Elements of Style

How to win people to your way of thinking

#1 Begin in a friendly way.

#2 Get people agreeing with you early on: think "yes, yes"

#3 Don't criticize, condemn, or complain.

#4 Make the other person feel important, honestly & seriously.

#5 Let the other person feel like the idea is his or hers. We instead of I.
Hello,

I was hoping you would pass this email along to someone in your Manufacturing, Engineering, Operations, Purchasing, or Supply Chain Departments.

My name is [Name], and I am Jade Corporation Sales Executive for your area. I was hoping that we could meet and discuss the possibility of Jade Corporation partnering with your company on future projects. You are probably familiar with our company's services; however, I have included a list of some of our most popular services below. Jade Corporation holds FDA Registration, AS9100 and ISO 13485 certifications.

**Very High Precision / Tolerance Machining** – Custom machined parts or components with tight tolerances between +/-.00005 and +/-0.0002” (0.013 and 0.005 mm). Surface finishes better than 32T on 3D parts are achieved across multiple setups and shifts. If you have been told it can't be done, then that is our specialty.

**Equipment Builds/ Assemblies** – 100,000 square foot facility with BOM Life cycle management from Jade Professionals. From a sub-assembly for a larger unit, or your entire unit build, Jade Corporation can do it all.

**Rapid Prototyping and Prototyping- to Production** – IN-House Engineering and Inspection capabilities. Fast turn-around, flexible, precise. Almost unlimited production capacity for your full production needs.

**Custom Parts and Components** – All material including plastics and metals. Give us your most difficult requirements.

**High Capacity/ Any Job** - Over 600,000 hours of spindle capacity a year with CNC Grinding, 5 Axis Machining, Wire and Sink EDM, Jig Grinding, and Cylindrical Grinding capabilities.

**Clean Room Facility** - Class 10,000 with Class 100 hoods.


Whatever your needs may be, Jade Corporation will customize a machining and/or assembly program to help you succeed. With a proven track record of almost 6 decades of experience working with top companies in all fields such as Aerospace, Automotive, Measure and Test Equipment, Medical Sciences, Energy, Pharmaceutical, Semiconductor/Electronics, and OEM Manufacturing.

When is your calendar open to meet?

Best Regards,

[Name] - Western Account Manager

Cell: [Number]

Jade Corporation

[Website]

If you would like to Opt Out of this email, please reply to this email and state Opt Out.
Interested in fabricating components for your experiments

Greetings Professor Leachman,

My name is [Name], and I am the Jade Corporation Sales Executive for Washington State University. I was reading your interests on the departmental website and noticed you are conducting some high tolerance experimental research. We at Jade Corporation understand the challenges posed by cutting edge experimental research and are working very hard to be the leading fabrication firm for Washington State University. Some areas of our expertise that may be of interest to you:

**Very High Precision / Tolerance Machining** – Custom machined parts or components with tight tolerances between +/-0.0005 and +/-0.0002" (0.013 and 0.005 mm). Surface finishes better than 32T on 3D parts are achieved across multiple setups and shifts. If you’ve been told it can’t be done, then that is our specialty.

**Equipment Builds / Assemblies** – 100,000 square foot facility with BOM Life cycle management from Jade Professionals. This facility allows us to build and assemble nearly all of your most demanding projects.

**Rapid Prototyping and Prototyping-to Production** – IN-House Engineering and Inspection capabilities. Fast turn-around, flexible, precise. Almost unlimited production capacity for your full production needs.

**Custom Parts and Components** – We pride ourselves in the large array of materials we can utilize, including plastics and metals.

**High Capacity / Any Job** – Over 600,000 hours of spindle capacity a year with CNC Grinding, 5 Axis Machining, Wire and Sink EDM, Jig Grinding, and Cylindrical Grinding capabilities.

**Clean Room facility** – Class 10,000 with Class 100 hoods.


I have also attached detailed information regarding our industry leading production facilities and contract procedures. If you are interested in our services, I would very much like to meet with you in person. Please contact me via the information below to arrange a meeting. If my message is better suited for another person in your department, I would appreciate you informing me whom I should contact, or forwarding this message accordingly.

All the best,

[Name] – Western Account Manager

Jade Corporation

[Website]

If you would like to Opt Out of this email, please reply to this email and state Opt Out.