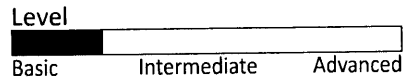


Project #: W-3

## Word Specialist



Project Title

### Business Memo to Staff

#### New Skills:

- Inserting a logo
- Aligning text
- Using superscript
- Formatting a memo



The Office Specialist.com  
The Microsoft Office Experts

Squeaky Clean

Lawn Enforcement

College Concierge

Lettuce-Do-Lunch

Jazz My Wheels

**Word Specialist**  
**Project #: W-3**

<b>Customer Name:</b> Squeaky Clean
<b>Assigned to:</b> You, the MS Word Specialist
<b>Project Title:</b> Business Memo to Staff
<b>Date:</b> (current date, 20xx)

**Note:** Prior to beginning this project, review the Company Overview provided on page 15.

<b>Project Description</b>
Squeaky Clean has decided to expand its business to include both routine services as well as detail-cleaning rotation services. Their goal is to be more competitive and to give customers choices when having their houses cleaned. They want to send a memo to their staff to announce this change. Memos and business letters are the most common types of business communication. Memos are almost always used within an organization.
<b>Your Job</b>
As the Microsoft Word Specialist, you will create a business memo from the company owners to the cleaning staff that announces their plan to expand their services and explains how it will be introduced to their customers. The new service is called Detail-Cleaning Rotation. The client will supply the content for the memo, but formatting and keying the text will be your task. This memo will be short, to the point, and with no salutation or complimentary close.
<b>Tips and Strategies</b>
<ol style="list-style-type: none"><li>1. Memos have a specific format that is very different from a business letter: a 1 inch margin on all four sides and the writer's initials should always appear next to the name(s) at the top of the memo.</li><li>2. Keep memos short and to the point.</li><li>3. An example of what your finished document should look like has been provided. Refer to this document for visual guidance as you complete the instructions. When you see an icon in the instructions, look for the matching icon in the finished document.</li><li>4. Read through all of the instructions before proceeding with the project.</li></ol>

### Instructions to the MS Word Specialist

1. Using Microsoft Word, open a new document.
2. Save the document as **Project W-3 Business Memo to Staff** in your “Word Projects” folder within the “Squeaky Clean Projects” folder.
3. Set the page size to 8.5 inches wide x 11 inches high with a 1 inch margin on all sides.
4. Unless otherwise noted, the font should be set to Arial 12 point.
5. At the top center of the page, insert the Squeaky Clean logo from the “Logos” folder. Resize the logo so it is in proportion with the rest of your document as shown in **Document W-3**. See icon **A**
6. Three lines below the logo, key the title, center-aligned, bold, all caps, with one space between each letter. See icon **B**

*Note: Deselect the all caps feature after you key the title.*

7. Three lines below the title, key the text in the top section, left-aligned and double-spaced, as shown in **Document W-3**. To create the initials for Joe's and Marie's names, use two different script-like fonts in point size 14 and then select the superscript feature. Make sure the text aligns as shown in **Document W-3**. See icon **C**
8. Single-space and insert a solid line that extends from margin to margin.  
*Tip: Hold down the Shift key and use the hyphen key or use the border or line tool.*
9. Single-space and key the text for the body of the memo as shown in **Document W-3**. Left-align and double-space between paragraphs. See icon **D**
10. Key the footer as shown in **Document W-3**. See icon **E**
11. Carefully proofread your work for accuracy and format.
12. Resave the file.
13. Print a copy of the document if required by your instructor.

A



B

MEMORANDUM

To: Susan Albright, Betty Shines, Nancy Workman, Beth Duster, Cleaning Staff

From: Joe and Marie Whiteglove, *JW & MW* Owners C

Date: January 10, 20\_\_

Subject: New Service Strategy

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D

We are about to announce a new service to our current and potential customers. We have made a commitment to establish ourselves as the most unique and comprehensive cleaning service in our market area.

To ensure that everyone is fully aware of what this will mean for our business and your earning power, we are requiring everyone to attend an informational meeting this Wednesday in our conference room beginning at 8:00 a.m.

We will introduce our new promotional materials and share the distribution strategy that will begin the Monday after this meeting. Everyone will walk away with a packet of materials to use with your customers and a demonstration of our new Web site that will be live that same week.

A continental breakfast will be available for everyone along with a goody bag of new cleaning supplies.

In addition, a competition is planned called Share What You've Got. If the name hasn't given it away, what we can do is come prepared with more ideas for spreading our news. The prize for our contest will be well worth your contribution.

E

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