



tipsheet

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How to Write a Persuasive Business Memo

General statements *just don't cut it* when it comes to communicating effectively in the business world. Effective writers support their assertions and persuade readers through the use of a few easily adopted tools. Use one or more of the following tools when writing your next business memo or letter:

1. **Statistics.** Everyone knows the power of numbers. If you quantify your results or demonstrate that your idea will make money, it is far more powerful than simply stating this to be the case. For example, if you can prove that a new network operating system will result in a 20% increase in operational efficiency, then this number makes a powerfully persuasive argument to management for buying the new system.
2. **History.** The past is commonly used to predict the future. Therefore, select historical examples whenever possible in order to strengthen arguments. Basically, you're predicting future behavior or results based on past similar situations. For example, remind management about the positive benefits of participating in last year's charity event (increased sales and stronger reputation) when encouraging the company to participate in this year's competition.
3. **Example.** The use of examples in writing helps persuade a reader through illustration. For example, to argue that your company produces superior products to those of your competitor, provide your reader with examples demonstrating the key comparable features.

Feel free to stop by the Business Communication Center to pick up a copy of *Business Writing Conventions and Expectations*, where you will find a plethora of information, including additional tools to use when writing your next persuasive business memo.

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