

How To Use the Reference Guide

The information on the following pages will help you format various kinds of documents. Use the Contents below to quickly locate the type of document you are creating. Then use the examples shown as a guide to help you format your document properly. The arrows and numbers shown in red on each sample tell you how many times to press Enter on your keyboard to separate items in your document. Double space is indicated by “ds”.

Remember that your work should reflect your own original research and content and that the information provided here is for reference purposes only. If you use other sources to create your documents, remember to cite your sources properly.

Contents

Memo	327	Simple Business Report	329
Business Letter	327	Bibliography	329
Personal Business Letter	327	Boxed Table	330
Outline	327	Contents	330
Newsletter	328	Cover Letter	330
Academic Report	328	Résumé	330
Works Cited	328	Format for Envelopes	331
Title Page	329	How to Fold Envelopes	331

Memo

2 inches

MEMORANDUM

2x

TO: Product Development Team

FROM: Jan Tompkins 1x 1x

CC: Marketing Team 1x

DATE: August 6, 2009 1x

SUBJECT: Product Results 1x

1x

I just received word from the marketing team that our new product is a big hit! The marketing team leader said:

1x

People love this new product! It has all of the features missing in previous versions. You and your team should be congratulated for your tremendous work. I know it was difficult, but the results show that your time and energy were well spent!

1x


Here is an outline of tasks that still need to be done:

- Balance budget 1x
- Hire two new people 1x
- Train people 1x
- Finalize schedule 1x

Good work, people! 1x

Business Letter

1 inch



World Marketing

42 Clover Lane
Boston, MA 02116
Telephone: 617-555-8859
Fax: 617-555-8752

October 28, 2010 2x

Mrs. Jill Nakayama 2x
Leadership Inc. Recruitment Services
100 Red Leaf Street
Natick, Ma 01769 1x

Dear Mrs. Nakayama, 1x

World Marketing specializes in marketing and public relations services for small to midsize businesses. Headquartered in Boston, we have offices in Chicago and London. World Marketing needs to hire a new project manager to supervise its MarketPlus™ account. 1x

The individual hired will be in charge of a team of more than forty people. The candidate should be a good communicator who can set clear team goals, meet tight deadlines, and organize opportunities to expand our presence in the marketplace. 1x

We plan to start the interview process for this position soon. Please send the names and résumés for all candidates to 1x

Rachel Fay 1x
42 Clover Lane
Boston, MA 02116
Telephone: 617-555-8859 1x

Sincerely, 2x

Jeff Smith
Marketing Manager

Personal Business Letter

2 inches

SB
Sam Bryant
One Main Street
Johnson City, TN 37601
(423) 555-1111 2x

October 28, 2010 2x

CommunityPark™ Organization
17 Maple Street
Beau Reve, LA 71722 1x

Dear Sir or Madam, 1x

While looking at your Web site, I read about your program dedicated to renewing local parks. I was very impressed by how many communities your program has helped! It is amazing how having a good local park can bring a community together. 1x

I am very interested in forming a local division of your CommunityPark™ program. Many of the trees in our local park have been destroyed by recent storms. We need to plant trees, repaint benches, and organize volunteers to help clean up the area. 1x

Please send me information about how to become a division leader in your CommunityPark™ program. If possible, I would also like to know how I can contact other division leaders in my state. Send all correspondence to the above address. 1x

Sincerely, 2x

Sam Bryant

Outline

1 inch

OCEAN WATER AND LIFE

WAVES AND TIDES

A. Waves

1. How waves move
2. How waves form

B. Tides

1. The gravitational pull of the moon
2. Spring and neap tides

C. Life in the intertidal zone

OCEAN CURRENTS

- A. Definition of currents
- B. Surface currents
- C. Density currents
- D. Upwellings

Newsletter

The Hillside High Gazette

Band Tryouts on Tuesday

Show off your school spirit and your musical talent by joining the band! Band tryouts will be this Tuesday, from 3:30-5:30 in the North field. Please bring your own instrument.

The Hillside High Band is in need of all musicians, especially trumpet and flute players. Band rehearsals will be held every Monday, Wednesday, and Friday after school during football season. Off-season, rehearsals will be held every Monday and Wednesday after school.



The tryouts will be judged by our band leader Mr. Schaefer, as well as by two senior band members in each instrumental group.

Recycling Challenge

Hillside High is proud to announce the first annual Recycling Challenge. Each homeroom class will compete to see who can bring in the most paper, plastic bottles, cans, and boxes. The winning homeroom class will receive a free pizza party.



Bike Week Continues

The Bicycle Club would like to acknowledge the efforts of Janet McSimmons, Steve Yuan, Maggie Estevez, Jill Pierce, James Mazur, Jason Trevor, and Yolanda Washington, who organized our first annual Bike Week. The event wraps up this Friday with the competition finals.

We had great turnout for all the rides, from spectators and participants alike. Leaders in each category will compete for the grand prize—a free PedalCo bike, helmet, and safety pads. Good luck to all the competitors! Here is a list of events and times to beat.

Event	Type of Bike	Time to Beat
Hills Ride	Mountain Bike	1:05:24
Distance Ride	Road Bike	1:42:07
Obstacle Course	Hybrid	15:32
Beach Ride	Beach Cruiser	37:59
Speed Ride	Racing Bike	25:30

MLA Style Academic Report

Your First and Last Name
 Your Teacher's Name
 Class
 Current Date

Last Name 1

King of the Wild Frontier

"Be always sure you are right, then go ahead" (Lofaro 1148d). You're probably

wondering what that means. Well, a guy named Davy Crockett used to say that. It is one of his best known quotes. Read on to find out more about this legendary person.

Actually, his name was David Crockett. He was born in a small cabin in Tennessee on August 17, 1786. (Davy Crockett). His family lived in a cabin on the banks of the Nolichucky River. Davy had eight brothers and sisters. Four were older and four were younger.

Davy lived with his family in Tennessee until he was 13. He went to school, but he didn't like it. He skipped school a lot. He ran away from home because he knew his dad was going to punish him for playing hooky. He joined a cattle drive to make money. He drove the cattle to Virginia almost 300 miles away. He stayed in Virginia and worked a lot of jobs for over two years. He returned to his family in Tennessee when he was 16 (Davy Crockett Biography).

When Davy returned home his dad was in debt. Now Davy was 6 feet tall and he could do a man's work. Davy went to work for Daniel Kennedy. Davy's dad owed Daniel 76 dollars and Davy worked for one year to pay the debt (The Texas State Historical Association).

In 1806 Davy married Polly Finley. They had two sons, John Wesley and William. Then Davy went to fight for the Tennessee Volunteer Militia under Andrew Jackson in the Creek Indian War. When he returned home from the war, he found his wife very ill. She died in 1815 (Davy Crockett Birthplace Association).

MLA Style Academic Report cont.

Davy then married Elizabeth Patton in 1817. She was a widow and she had two children of her own, George and Margaret Ann (The Texas State Historical Association).

Davy was well known in Tennessee as a frontiersman. He was a sharpshooter, a famous

Indian fighter, and a bear hunter. In 1821, he started his career in politics as a Tennessee legislator. People liked Davy because he had a good humor and they thought he was one of their own. He was re-elected to the Legislature in 1823, but he lost the election in 1825.

In 1827 Davy was elected to Congress. He fought for the land bill. The land bill allowed those who settled the land to buy it at a very low cost. He was re-elected to Congress in 1829 and again in 1833, but he lost in 1836 (Lofaro, 1148d).

Many Americans had gone to Texas to settle. In 1835, Davy left his kids, his wife, his brothers, and his sisters to go to Texas. He loved Texas. When the Texans were fighting for their independence from Mexico, Davy joined the fight. He was fighting with a group of Tennessee volunteers defending the Alamo in San Antonio on March 6, 1836 (The Texas State Historical Association). He was 49 years old.

Works Cited

Author Unknown. "Davy Crockett Biography." 6 April 2009. <http://www.infoporium.com/heritage/crocketbio.shtml>.

"Davy Crockett." *Microsoft Encarta Online Encyclopedia* 2009. <http://encarta.msn.com>.

Davy Crockett Birthplace Association. "American West—Davy Crockett." 6 April 2009. <http://www.americanwest.com/pages/davycroc.htm>.

Lofaro, Michael A. "Davy Crockett." *The World Encyclopedia* 2010. Chicago: World Book, Inc., Vol. 14, pp. 1148d-1149.

The Texas State Historical Association. *The New Handbook of Texas—Online*. "Davy Crockett (1786-1836) Biography." 6 April 2009. <http://www.alamo-deparras.walvin.org/history/bios/crockett/crockett.html>.

Title Page

1 inch

PERFORMING MARKET RESEARCH

8x

Submitted by
1x
[Student's Name]
Market Research

7x

Prepared for
1x
Marcus Ryan
Vice President
Product Development

2x
[Today's Date]

Simple Business Report

1 inch .5 inch
Marketing Research 1

Market Research—Why?
Your new product is terrific. Your planned service support for the new product is outstanding. However, even if you have the greatest product and the best service support, your new venture can still fail if you do not have effective marketing.
People cannot purchase a product if they do not know that that product exists. It is up to you to let your potential customers know what you have to offer. Effective marketing begins with careful, systematic research. It is dangerous to assume that you are already familiar with your intended market. You must perform market research to make sure you are on track. Use the business planning process as your opportunity to uncover data and to question your marketing efforts. Your time will be well spent.

Market Research—How?
There are two kinds of market research: primary and secondary. Both types of research are necessary for an effective marketing campaign.

Primary Research
Primary research means gathering your own data. For example, performing your own traffic count at a proposed location is a form of primary research. Using the yellow pages to identify competitors, and doing surveys or focus-group interviews to learn about consumer preferences are also forms of primary research. Hiring professional market researchers can be very costly. If money is tight, you can look for a book that illustrates how small business owners can perform effective research themselves. Such books are plentiful, and will help you perform your own primary research.

Secondary Research
Secondary research means using published information to research your market. Published information can include industry profiles, trade journals, newspapers, magazines, census data, and demographic profiles.¹ This type of information is available at many locations, including public libraries, industry associations, and Chambers of Commerce. You can also get important information from vendors who sell to your industry, and from government agencies.
When performing secondary research, try starting with your local library. Most librarians are pleased to guide you through their business data collection. You will be amazed at what is there. In particular, ask the librarian to help you navigate the many online sources that inevitably exist for your industry. You will probably find that there are more online sources than you could ever possibly use!
Beside the library, search for information at your local Chamber of Commerce. The Chamber of Commerce usually has comprehensive information about the local area. Trade associations and trade publications often have excellent industry-specific data.

¹ Keiko Kimura, "Sources for Secondary Market Research," *Marketing Research Essentials*, New York: All Biz Publishing, 2009, pp. 47-58.

Simple Business Report continued

Marketing Research 2

Market Research—Get the Facts
When performing marketing research, you need to focus on identifying some important facts about your industry. These facts will help you better understand your market. This, in turn, will help you decide what marketing efforts you need to implement to promote your product.

Developing the Marketing Plan
Use your primary and secondary research to develop a marketing plan for your product. Be as specific as possible in your marketing plan. Provide statistics, numbers, and sources. It is important that you be as exact as possible, for your marketing plan will become the basis, later on, for your all-important sales projections.¹

Define Your Market
Market research will also help you narrow your focus. When researching your market, ask the following questions:

- What is the total size of your market?
- What percent share of the market will you have? (This is important only if you think you will be a major factor in the market.)
- What is the current demand in your target market?
- What are the current trends in your target market? Try to identify growth trends, trends in consumer preferences, and trends in product development.
- What is the growth potential and opportunity for a business of your size in this market?

Identify Barriers
When researching the market, you also need to try and identify potential barriers to success. What factors may prevent you from successfully entering the market with your new product? Some typical barriers to consider include:

- High capital costs
- High production costs
- High marketing costs
- Consumer acceptance and brand recognition

Conclusion
Introducing a new product to the market can be a scary experience. You and many others have invested time, money, and sweat into the new product, and you all want it to succeed. Careful market research can help you help your product to succeed.

¹ Trey Smith, "Developing Sales Projections," *Sales Review Monthly*, October 2010, p. 67-73.

Bibliography

.5 inch
Marketing Research 3

2 inches
BIBLIOGRAPHY

ds "Business," *Business for Kids*, Business Management Agency, October 2009.

Canada, Helmut, *Marketing and the Nation*, Scenic Press, New York: 2010.

Hernandez, James, "The Role of the Market Researcher," *Understanding Markets*, Scenic Press, New York: 2009.

Kimura, Keiko, "Sources for Secondary Market Research," *Marketing Research Essentials*, All Biz Publishing, New York: 2009.

Peggy, Maxwell, *Markets*. Scenic Press, New York: 2009.

Smith, Trey, "Developing Sales Projections," *Sales Review Monthly*, October 2010, pp. 67-73.

Boxed Table

Bills Passed for E-Waste or E-Cycling	
State	Bill
Arkansas	SB807, Enacted 6/20/10
California	SP1253, Introduced 2/20/09 SB1619, Introduced 6/13/09
Florida	SB1922, Introduced 7/23/10
Georgia	HB2, Passed the House, in the Senate, 7/9/09
Hawaii	HB1638, Carried over to the 2011 session
Idaho	SI416, Sent to Committee 9/22/09
Illinois	HB14464, Passed the House, in the Senate 4/24/09
Maryland	HB111, Unfavorable Environmental Committee Report

Contents

CONTENTS

Introduction..... 1

Problem..... 1

Hypothesis..... 1

Research..... 2

The Experiment..... 5

Materials..... 5

Procedures..... 5

Results..... 7

Conclusion..... 8

Bibliography..... 9

Cover Letter

Julie Smith
2842 South Central Park
Burbank, CA 91365
(818) 555-1212
jsmith@jules.com

March 12, 2009

David C. Jones
Director of Personnel
Bank of the North
47108 Monterey Avenue
Burbank, CA 91365
(818) 555-1000

Dear Mr. Jones:

The accompanying résumé is in response to your listing in *The Los Angeles Times* for a full-time security officer. I believe that I have the skills and experience that will serve the Bank of the North.

I am especially interested in this position because my experience as a senior security professional in the U.S. Army has prepared me for a disciplined, secure work environment. I am looking forward to using this experience for enhancing the security of a growing, community-conscious bank.

I would appreciate an opportunity to meet with you to discuss how my experience will best meet your needs. My ideas on how to improve your bank's security posture may be of particular interest to you. Therefore, I will call your office on the morning of March 17 to inquire if a meeting can be scheduled at a convenient time.

Sincerely yours,

Julie Smith

Résumé

Julie Smith
2842 South Central Park Burbank, CA 91365
(818) 555-1212
jsmith@jules.com

OBJECTIVE Experienced and dependable security guard dedicated to ensuring the safety of employees and visitors while minimizing potential losses. Proficient in operating security systems, including two-way radios, CCTVs, and two-way/convex wall mirrors. Committed to enhancing knowledge of security techniques. Completed intensive security training program through ABC Retail Company. Possess clean California driver's license; drug free; physically fit; and available to work various shifts.

TARGET JOB **Desired Job Type:** Employee, Temporary/Contract
Desired Status: Full-Time
Career Level: Mid Career (2+ years of experience)

EXPERIENCE **Security Guard**
10/2007 to Present ABC Retail Company Burbank, CA
Provide a high profile presence in the 10,000-square foot retail store, monitoring the facility to prevent loss and ensure the full protection of occupants. Operate surveillance systems and patrol the grounds to protect against possible hazards. Write informative reports to update management on all emergency situations. Exercise sound judgment and maintain confidentiality at all times. Highlights:

- Offered a full-time position after two months of temporary employment based on exemplary performance
- Awarded "Certificate of Achievement" (5/2009) for identifying and reporting internal theft, potentially saving the company tens of thousands of dollars annually.
- Apprehended numerous shoplifters by recognizing suspicious behavior, using available surveillance systems, and taking action at the appropriate time.
- Completed two-week security training program.

EDUCATION 10/2007 ABC Retail Company Burbank, CA
Certification
Professional Training: Crisis Intervention, Public Relations, Report Writing, Legal Authority and Limitations, Risk Analysis, First Aid, CPR, Fire Protection, Crime Prevention, Arrest Procedures, CCTV Surveillance
6/2005 ABC High School Burbank, CA
Academic diploma

REFERENCES References are available on request.

Format for Envelopes

A standard large (No. 10) envelope is $9\frac{1}{2}$ by $4\frac{1}{8}$ inches. A standard small (No. 6 $\frac{3}{4}$) envelope is $6\frac{1}{2}$ by $3\frac{5}{8}$ inches. The format shown is recommended by the U.S. Postal Service for mail that will be sorted by an electronic scanning device.

Your Name
4112 Bay View Drive
San Jose, CA 95192

Mrs. Maria Chavez
1021 West Palm Blvd.
San Jose, CA 95192



6021 Brobeck Street
Flint, MI 48532

Dr. John Harvey
Environmental Science Department
Central College
1900 W. Innes Blvd.
Salisbury, NC 28144

How to Fold Letters

To fold a letter for a small envelope:

1. Place the letter *face up* and fold up the bottom half to 0.5 inch from the top edge of the paper.
2. Fold the right third over to the left.
3. Fold the left third over to 0.5 inch from the right edge of the paper.
4. Insert the last crease into the envelope first, with the flap facing up.

To fold a letter for a large envelope:

1. Place the letter *face up* and fold up the bottom third.
2. Fold the top third down to 0.5 inch from the bottom edge of the paper.
3. Insert the last crease into the envelope first, with the flap facing up.